Access To
Growth Deal
Urban Centres

September 2016

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WALKING TO AND FROM SCHOOL
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Walk To School
= Kids More Alert For Learning

Staffordshire County Council

Stoke-on-Trent & Staffordshire Enterprise Partnership

City of Stoke-on-Trent
Applicant Information

Local transport authority name(s):
The Stoke-on-Trent and Staffordshire Local Enterprise Partnership local transport authorities:
Staffordshire County Council (lead authority)
Stoke-on-Trent City Council (partner authority)

Bid Manager Name and position:
Clive Thomson, Commissioner for Transport and Sustainability
Contact telephone number: Clive Thomson: 01785 276522
Email address: clive.thomson@staffordshire.gov.uk
Postal address: Staffordshire County Council, Wedgewood Buildings, Tipping Street, Stafford, ST16 2DH
Stoke-on-Trent City Council, Civic Centre, Glebe Street, Stoke-on-Trent, ST4 1RN

Website address for published bid:

SECTION A - Project description and funding profile

A1. Project name: Access to Growth Deal Urban Centres

A2. Headline description:
We will improve access and increase physical activity for jobseekers, businesses, schools and communities in areas of traffic congestion and/or multiple deprivation using established partnerships with business intermediaries, training providers, jobcentres, Public Health, Sustrans and Borough Councils, focusing on LEP priorities of employability and sustainable connectivity within Stoke-on-Trent (Core City) and Urban Centres of Newcastle-under-Lyme, Burton, Stafford, Cannock, Tamworth and Lichfield.

Initiatives are proven, self-sustaining and socially inclusive, including mentoring and coaching, personalised travel advice, wheels to work, travel planning, led walks/rides for those with low activity and the more advanced cyclists, and promotion using the established Bike Bus.

A3. Type of bid

a) This bid is:
☐ Revenue only, and I confirm we have made provisions for a minimum additional 10% matched contribution
☒ Revenue & Capital, and I confirm we have sourced the capital funding locally and have made provisions for a minimum additional 10% matched contribution.

b) If your bid is reliant on capital funding, please select one of the following options:
☐ Reliant on new bid to Local Growth Fund. This bid is reliant on capital funding from the Local Growth Fund and work cannot progress if LGF funding is not secured. (If so, please indicate the page number(s) in the Strategic Economic Plan that corresponds with the relevant capital investment(s):
☒ Contains Local Growth Fund contribution, but not reliant on it. This bid contains a local contribution from the Local Growth Fund, but the work can still progress as planned if LGF funding is not secured.
☐ Does not contain any Local Growth Fund contribution. The local contributions in this bid have been secured from sources other than a new bid to the Local Growth Fund, and there are therefore no relevant links to the LGF.
A4. Total package cost (£m): £3.626m

A5. Total DfT revenue funding contribution sought (£m): £3m

A6. Local contribution (£m): £0.626m

Table 1 provides a breakdown of all the local contributions that will be provided by the two local authorities and those that have been secured from external sources. Confirmation of the type of match funding, how it has been secured and how it will be used is in the letters of commitment from senior level staff provided in Annex 7 and summarised in Table 1. We are committed to making the resources available to enable the achievement of Access Fund objectives. Support that we have gained from the private sector further strengthens the evidence that the scheme has a demonstrable link to growth and jobs.

The capital local contribution is inextricably linked to the Access Fund as it is required towards delivering schemes through the Business Travel Grant as detailed in B1. We will also set aside integrated transport block funding that may be required for new schemes that emerge when detailed discussions about the walking and cycle network take place with target audiences. Evidence shows that providing a capital contribution towards the project will result in a higher success rate in terms of modal shift1.

There is a full range of complementary sustainable transport capital schemes that are being delivered by both the County and City Councils through Growth Deal funds and integrated transport block that will enhance the benefits of this revenue bid. DfT has advised via email that we should not include these schemes as part of our local contribution as they will be delivered with or without Access Funds. Instead they are described in the Strategic Case in B2. Separate funding, not included as a local contribution, has also been secured for Bikeability training to ensure that it remains a key part of school life with over 80% (Staffordshire) and 70% (Stoke-on-Trent) of pupils receiving training.

Table 1: Local Contributions

<table>
<thead>
<tr>
<th>Local contribution source</th>
<th>£'000</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>County Council Integrated Transport Block (capital)</td>
<td>50</td>
<td>Available to support the Travel Grant to businesses</td>
</tr>
<tr>
<td>City Council Integrated Transport Block (capital)</td>
<td>80</td>
<td>Available to support the Travel Grant to businesses</td>
</tr>
<tr>
<td>Stoke-on-Trent and Staffordshire Local Growth Funds (capital)</td>
<td>50</td>
<td>Funds are confirmed by the LEP from GD1 and GD3 proposals have been submitted to support this bid. They will be used to support the Travel Grant to businesses</td>
</tr>
<tr>
<td>County Council Health and Care staff resources</td>
<td>20</td>
<td>Staff time commitment to delivering the elements of the Employment Health Charter that are relevant to this bid</td>
</tr>
<tr>
<td>Wheels to Work match funding</td>
<td>90</td>
<td>Committed by the County Council</td>
</tr>
<tr>
<td>County Council staff resources</td>
<td>120</td>
<td>A revenue commitment is confirmed</td>
</tr>
<tr>
<td>City Council staff resources</td>
<td>20</td>
<td>A revenue commitment is confirmed</td>
</tr>
<tr>
<td>Borough / District Council staff resources</td>
<td>45</td>
<td>Staff resources to help promote the project have been committed from each of the six District/ Borough Councils</td>
</tr>
<tr>
<td>Travel Grant match commitments from businesses</td>
<td>90</td>
<td>Estimated based on grant match received in Stafford and Tamworth</td>
</tr>
<tr>
<td>Newcastle-under-Lyme Business Improvement District commitment</td>
<td>17</td>
<td>£8k and the equivalent of £9k staff time is confirmed in the letter of support</td>
</tr>
<tr>
<td>Department for Works and Pensions (DWP)</td>
<td>32</td>
<td>Staff time is committed related to training of Work Coaches</td>
</tr>
<tr>
<td>Sustrans volunteers time contribution</td>
<td>5</td>
<td>Committed in the letter of support for bike rides organised by local volunteers and co-ordinated by Sustrans.</td>
</tr>
<tr>
<td>Staffordshire Chambers of Commerce</td>
<td>7</td>
<td>Staff resources committed to promote the project</td>
</tr>
</tbody>
</table>

1 Finding the Optimum: Revenue/Capital Investment Balance for Sustainable Transport, DfT 2014
A7. Equality Analysis
Has any Equality Analysis been undertaken in line with the Equality Duty?
☑ Yes ☐ No

A8. Partnership bodies:

The project will be delivered by Staffordshire County Council and Stoke-on-Trent City Council with support from Stoke-on-Trent and Staffordshire Local Enterprise Partnership. All other partners listed in Table 2 have a key role to play in delivery of this bid. They have helped to shape the package of initiatives and we have drawn on their knowledge and expertise. Letters of commitment from senior level staff are attached in Annex 7. Even though the bus operators are not a key partner in this project, we will still be working with them through our established Voluntary Quality Network Partnerships to enable us to offer bus travel through bus taster tickets to our target audience and deliver wider strategic improvements such as real time passenger information. All initiatives will be supported and promoted within communities by local councillors.

Stoke-on-Trent is a partner in the Living Streets bid that will be delivered with no overlap with this bid. We successfully delivered the Joint North Staffordshire LSTF project with the Living Streets partnership in a similar complementary manner. The Living Streets bid will deliver all school engagement in Stoke-on-Trent that, spatially, has a very local impact. Access Funds secured through our bid will therefore only be business and jobseeker focused in Stoke-on-Trent as it is essential that we deliver this part of the project for the wider geographical area of the North Staffordshire conurbation, in a joined up manner between Staffordshire County Council and Stoke-on-Trent City Council, with support from the LEP. This will allow us to effectively target the high unemployment and serious issues in Stoke-on-Trent.

Staffordshire County Council has benefitted from the 2015/16 and current 2016/17 Sustainable Transport Delivery Excellence Programmes (STDEP) being delivered for Stoke-on-Trent and Staffordshire LEP by Living Streets, TAS and Sustrans. STDEP has provided valuable advice and support for capital projects being delivered in Staffordshire in Burton upon Trent, Newcastle-under-Lyme, Stafford and Tamworth. STDEP has not been included in this bid as the work is already programmed or delivered.

Table 2: Partner/Stakeholder Commitment

<table>
<thead>
<tr>
<th>Partner</th>
<th>Commitment / Role / Responsibilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stoke-on-Trent and Staffordshire LEP</td>
<td>The Stoke-on-Trent and Staffordshire LEP Strategic Economic Plan focuses on the Core City of Stoke-on-Trent, Newcastle-under-Lyme, and the Competitive Urban Centres of Newcastle-under-Lyme, Tamworth, Stafford, Burton upon Trent, Cannock and Lichfield. The bid will enhance the benefits to be achieved from delivering the LEP's Local Sustainable Transport Packages.</td>
</tr>
<tr>
<td>Stoke-on-Trent City Council</td>
<td>The City Council will be a key member of the Strategic Board and delivery teams. They are committing staff resources from Integrated Transport and Skills and Employability teams and capital funds.</td>
</tr>
<tr>
<td>Staffordshire Chambers of Commerce</td>
<td>The Chambers of Commerce will act as a key business intermediary, providing staff resources to help us engage with their members. We have worked closely with them through the delivery of all our previous LSTF projects.</td>
</tr>
<tr>
<td>University Hospitals of North Midlands</td>
<td>The Hospital is committed to promoting this project that has a new focus on encouraging referrals to our Active Steps programme.</td>
</tr>
<tr>
<td>Atkins Consultants</td>
<td>Atkins has a long standing relationship in supporting Staffordshire's local transport delivery through our partnership Consultancy agreement and has supported Staffordshire in the delivery and evaluation of their LSTF programme. Atkins will continue to work collaboratively and innovatively with the County Council on the Access Fund project.</td>
</tr>
<tr>
<td>Department for Work and Pensions (DWP)</td>
<td>The District Manager of Midshire DWP Job Centre Partnership confirms that the job centres support this project in terms of endorsing the objectives of the Access Fund bid and committing staff resources to make sure that it is delivered. Travel expenses for attending non-standard appointments, training and interviews is already provided by DWP, therefore the Access Fund will just target commuting travel costs once a jobseeker has gained employed, through Wheels to Work.</td>
</tr>
<tr>
<td>Staffordshire</td>
<td>There are 14 training providers in the LEP area that will all be directly targeted by</td>
</tr>
<tr>
<td>Providers Association</td>
<td>Travel Advisors. The Staffordshire Providers Association commits their support to the project by providing staff resources to encourage active participation of all of the training providers.</td>
</tr>
<tr>
<td>-----------------------</td>
<td>--------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Federation of Small Businesses</td>
<td>The FSB represents 3,200 businesses and particularly recognises the problems of absenteeism in small businesses. They will help us to promote the project through existing communication methods and through their networking events and roadshows.</td>
</tr>
<tr>
<td>LEP Growth Hub</td>
<td>The Growth Hub has a database of over 3,200 Staffordshire businesses which have received support since April 2014 and relationships are maintained via the Growth Hub Advisors and the Staffordshire Business Helpline. The Growth Hub can help to promote the sustainable travel initiatives through existing communication methods which include e-shots, business support clinics and promotional events.</td>
</tr>
<tr>
<td>Director for Health and Care</td>
<td>Has provided relevant data to identify issues and target resources towards providing health benefits and is working to maximise active travel with workforces identified. Health and Care will also be delivering the complementary National Workplace Wellbeing Charter.</td>
</tr>
<tr>
<td>Sport Across Staffordshire and Stoke-on-Trent (SASSOT)</td>
<td>The objective of SASSOT is to create increasingly active, healthy and successful communities and will be a key delivery partner by providing staff support in spreading the message with businesses and communities and encouraging participation in Active Steps and Adult Bikeability alongside their own programme of initiatives.</td>
</tr>
<tr>
<td>Sustrans</td>
<td>Sustrans will build on the work with the County and City Councils to deliver initiatives that already have a proven track record in Staffordshire, in particular, Active Steps. They will also manage the Sustrans volunteers who organise led rides throughout the County that will be promoted through this bid. We will continue to be engaged in the Sustainable Transport Delivery Excellence Programme.</td>
</tr>
<tr>
<td>Cycling UK</td>
<td>The County and City Council’s have a long established partnership with local members of Cycling UK who are committed to delivering the objectives of the Access Fund.</td>
</tr>
<tr>
<td>Modeshift</td>
<td>Modeshift will support delivery of Modeshift STARS and Modeshift STARS for which are already embedded in many of our schools and businesses.</td>
</tr>
<tr>
<td>Newcastle-under-Lyme Business Improvement District (BID)</td>
<td>The BID represents 700 businesses employing 7,700 people in Newcastle-under-Lyme and is committed to delivering the bid objectives. As well as a financial contribution, BID employs two Ambassadors who will help to promote the Access Fund initiatives.</td>
</tr>
<tr>
<td>Newcastle-under-Lyme Borough Council</td>
<td>The Borough Council has fostered a strong relationship with the Business Improvement District. They are committed to delivering their Travel Plan as their staff travel survey reveals a current high level of car commuting at 85%. The Borough Council will also be including the delivery of this bid in their Area Action Plan for the town centre Air Quality Management Area. The contribution of staff resources is confirmed.</td>
</tr>
<tr>
<td>Stafford Borough Council</td>
<td>Stafford Borough Council has been promoting and supporting greener, healthier travel, with the excellent support of the INTO LSTF project and this will continue. A recent Staff Travel Survey shows the benefits that have been achieved so far from LSTF.</td>
</tr>
<tr>
<td>Tamworth Borough Council</td>
<td>The Borough Council is committed to delivering the project outcomes. It will build on the recent success of the Tamworth LSTF project and this will continue. A recent Staff Travel Survey shows the benefits that have been achieved so far from LSTF.</td>
</tr>
<tr>
<td>East Staffordshire Borough Council</td>
<td>The Borough Council supports the project as it meets their economic development and regeneration agenda and proposals to enhance the pedestrian and cycling environment in the town centre. They have committed staff resources to the project.</td>
</tr>
<tr>
<td>Cannock Chase Council</td>
<td>The Council looks forward to working with us on the Access Fund project and will commit resources through the Economic Development team.</td>
</tr>
<tr>
<td>Lichfield District Council</td>
<td>The District Council supports the project as it meets their economic development agenda. They are willing to commit a staff member’s time to the equivalent of one day a month over the three year period.</td>
</tr>
</tbody>
</table>
SECTION B – The Business Case

B1. Project Summary

Who we will target and why?
There will be three target audiences who will be offered bespoke support from a suite of initiatives including personalised travel advice, travel planning, wheels to work, getting safer and active, coaching and mentoring as well as promotional activities.

These target audiences will be located in the LEP’s Core City of Stoke-on-Trent (ST1) and Staffordshire's six Competitive Urban Centres of Newcastle-under-Lyme (ST5), Stafford (ST16), Tamworth (B79), Lichfield (WS13), Cannock (WS11) and Burton upon Trent (DE14). These centres are shown in Figure 1, together with key GD1 and GD3 economic development proposals. It also shows that the majority of the population in each urban area can reach their respective Urban Centre within a 25 minute cycling time.

Figure 1: LEP Core City and Urban Centres

Target Audience 1: Jobseekers
For the purposes of this bid, jobseekers encompasses those seeking a job and those seeking apprenticeships, education and training that will make them more employable and ultimately lead them to a job. They will be targeted by a team of travel advisors via our six job centres. We will offer advice to 7,100 jobseekers over three years. We will raise awareness of their transport options and
provide tailored travel advice and solutions in order for them to reach new locations. The number of Job Seeker Allowance claimants and Universal Credit claimants has been provided by Jobcentre Plus. Data shows that there is a high turnover of jobseekers, with 15,148 making claims and 13,571 leaving the register over a three month period (March to May 2016), creating a steady flow of new jobseekers. Further details are provided in the Economic Appraisal Summary Note.

There are currently 1,133 young people not in education, employment or training (NEETS) and over the three years we will target around 3,300 through 14 training providers (approached via Staffordshire Providers Association who focus on NEET), Colleges, two Universities and Secondary Schools. Working with our 48 Secondary schools will allow us to provide personalised travel advice to school leavers who want to continue with their training and education. This will also enable us to target students on the at-risk register of being NEET. The majority will not be able to drive and Department for Education research shows that young people find it difficult and expensive to catch the bus and would benefit from independent travel advice.

We will engage with Universities and colleges, especially the Advanced Manufacturing and Engineering Skills Hub that has been set up by the LEP using GD1 capital investment. The Hub provides advanced engineering and manufacturing skills tailored to business needs delivering places for 500 learners per year. It is based within colleges at Stoke-on-Trent, Newcastle-under-Lyme, Stafford, Cannock, Lichfield and Tamworth. Given the importance of HS2 to Midlands Connect, providing improved access to engineering training will contribute significantly to local economic activity and the facilitation of HS2 delivery.

In order to maximise the number of jobseekers that we influence, we will collaborate with Stoke-on-Trent and Staffordshire County Council Skills and Employability Teams whose main role is:
- Participation of Young People in Education and Training
- Community Learning for Leisure and Personal Development
- Improving Employability, Workforce Skills and Career Progression

**Target Audience 2: Businesses**

The target audience is both public and private sector organisations, including small/medium enterprises (SMEs). The focus will be on improving the health of the workforce, staff retention and business viability through reducing sick days and improved mental wellbeing. We will engage with 210 large / medium businesses and 1,200 smaller businesses through our existing business intermediaries that have agreed to support this project. They include:
- Chamber of Commerce (1,500 members)
- Federation of Small Businesses (3,200 members)
- The LEP Growth Hub (3,200 members)
- Newcastle-under-Lyme Business Improvement District BID (700 businesses and two ambassadors already employed and committed to help)

We will also target 24 major businesses directly through existing contacts from previously successful LSTF projects to build on the good work that has already taken place. Using our already established contacts will enable us to quickly target the businesses that are keen to get involved. We will engage with all sizes of businesses, recognising the importance to the local economy of large businesses as well as SMEs as 73% of residents work in companies with less than 250 employees.

**Target Audience 3: Schools and Communities**

We will target parents, students and staff in schools in the Urban Centres, with individual targets for increasing walking and cycling agreed with each school. This does not include schools in Stoke-on-Trent as they will be targeted by Living Streets through their Access Fund bid.

We will focus on achieving the objectives of the DfT’s Cycling and Walking Investment Strategy target to increase the proportion of children aged 5-10 that walk to school, with the aim of also increasing all active travel modes for all journey purposes.

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2 DWP Midland Shires District Office
3 Inter departmental Business Register IDBR 2015
We will work primarily with 72 schools. We are already engaged with some of these schools through Modeshift STARS which is important to ensure that the messages are reinforced and new tranches of students are targeted. Providing support to new and existing champions will help to strengthen the legacy.

We will target the wider community mainly through contacts made with parents through the schools and via health professionals at doctor’s surgeries and hospitals, particularly in areas where there is a high prevalence of physical inactivity, based on public health data. It is expected that initiatives will increase the activity of parents as they generally influence the active travel behaviour of their children. It is particularly important to increase physical activity outside school times to ensure that we are contributing to the recommendations of the Childhood Obesity Plan for Action.

By working with other departments within the County and City Councils we will also be able to provide independent travel training to young people leaving care and young people with special needs to help increase their level of social inclusion.

**What Initiatives will be offered to the Target Audiences?**

Each target audience will be offered bespoke initiatives to support their requirements. The initiatives and their relevance to the target audiences is summarised in Table 3. The preferred initiatives were chosen based on successful past experience of delivering LSTF in the Urban Centres of Stafford, Tamworth and Newcastle-under-Lyme and Stoke-on-Trent Core City, together with the anticipated level of impact on access to jobs, training and education and health benefits that has been identified in the Strategic Case.

**Table 3: Initiatives for each Target Audience**

<table>
<thead>
<tr>
<th>Initiatives</th>
<th>Jobseekers</th>
<th>Businesses</th>
<th>Schools and Communities</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Personalised Travel Advice</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>2. Travel Planning</td>
<td>Bespoke travel surveys and information</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Business Travel Network and Travel Grants</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Modeshift STARS</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>3. Wheels to Work</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Getting Safer and Active</td>
<td>Active Steps</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Adult Bikeability</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>5. Mentoring and Coaching</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>6. Promotional Events and Activities</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

**1. Personalised Travel Advice**

*Access Funds will be used to:*

*Employ a total of 6 Travel Advisors (dividing their time between all 6 initiatives), employ 1 school Active Travel Advisor in addition to the two advisors already employed by the County Council (to be involved in all initiatives except wheels to work)*

*The Target is to:*

*Offer advice to 7,100 jobseekers, 1,113 NEET, 210 large / medium businesses (29,500 employees), 1,200 small businesses (9,000 employees) and families of 20,223 children in local communities. Out of those we expect 3,993 jobseekers, 1,900 employees and families of 2,164 children to change their travel habits*  

*Stafford’s LSTF project delivered personalised travel advice to 1,700 adults at their workplace*

Evidence consistently points to personally tailored travel advice as one of the most effective measures. Personalised travel advice will be available to all target audiences through bespoke 1 to 1 journey planning. The main target audience will be employees and those seeking jobs.
apprenticeships and training but it can also be provided to communities at events and through information distribution.

It will focus on walking and cycling and people will also be provided with detailed information about other travel options such as share-a-lift, public transport, availability of discounted bus tickets, short term bus passes and flexible working. Tailored support will be provided where mobility issues restrict the ability to walk and cycle.

2. Travel Planning

**Access Funds will be used to:**

*Employ a total of 6 Travel Advisors (dividing their time between all 6 initiatives), 1 school Active Travel advisor (for all initiatives except wheels to work), provide Modeshift STARS packs, collect and analyse travel survey data and revenue match fund Travel Grants*

**The target is to:**

*Offer advice to 210 large / medium businesses (29,500 employees), 1,200 small businesses (9,000 employees) and families of 20,223 children in local communities. Out of those we expect, 1,900 employees and families of 2,164 children at 72 new schools to change their travel habits.*

**Bespoke Travel Surveys and Information** to all three target audiences is an essential element of a successful package of initiatives and the delivery of Travel Plans. Active Travel Zone information maps that are specific to each employment and training location will help to break down barriers of perception in relation to distances and times of travel. This will build on the previous success of 10 minute zone maps that have been produced for schools. Promoting the use of route planning applications will help to increase walking and cycling levels for all.

The collection of travel survey data and postcode plotting is essential for businesses and schools to examine travel patterns and specific opportunities for walking and cycling, together with bus travel and car sharing marketed, as necessary, through destination clusters.

**Business Travel Networks and Travel Grants** will support the delivery of the Travel Planning initiative which is already successful in Staffordshire, levering in significant match funding. It includes the setting up of working groups of local businesses and stakeholders to improve the travel to work opportunities for their employees and delivery of Travel Plans. Members receive practical help, advice and support, whilst also benefitting from travel funding opportunities and initiatives. The Networks will be made up of businesses of all sizes and will communicate and support each other virtually or face-to-face.

Travel Grants will be offered to larger businesses willing to implement measures to deliver travel planning initiatives and provide match fund for facilities such as showers, cycle storage and bike purchase. It will also help to create a legacy and long lasting benefits through non-financial match commitments such as continued travel surveys and arranging of events. Any initiatives that are implemented through the grant will be monitored post implementation and applications will be assessed by the Business Working Group.

**Modeshift STARS** (Sustainable Travel Accreditation and Recognition for Schools) will underpin promotion and information in schools through the School Travel Advisors (excluding Stoke-on-Trent). Schools will use the electronic school travel planning tool and will be able to progress through the bronze / silver / gold achievements. Active STARS packs for teachers and students will be distributed once a school has signed up to Modeshift STARS and they will then be able to participate in a suite of initiatives such as Walking Bus, Park and Stride, Be Bright Be Seen campaign, Walk to School Week and scooter and balance bike training. Scooter training has comparable levels of health benefits to cycling and walking so will therefore be provided to 2,700 children. Scooters are viewed as a stepping stone for young children to progress to cycling by improving their co-ordination and balance, with a secondary benefit of increasing the walking speed of accompanying parents.

Events are promoted via the Staffordshire STARS Calendar Campaign and digital resources will be created to use in classrooms and assemblies. Termly STARS cluster forums between participating schools will also be set up to exchange ideas, encourage larger activity days and enhance the potential legacy. Where necessary, School Travel Advisors will work in partnership with SASSOT.

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5 Scootering is termed as ‘moderate physical activity’ which is the key indicator for physical activity which features in NICE’s and DfH’s ‘hour a day’ guidelines for primary aged children.
road safety education officers and the other Travel Advisors being employed through Access Funds (when work involves parents and the wider community).

In addition, new Family Packs for parents whose children are starting reception will contain all the travel information that a child or parent requires when considering their new travel options. Maps for each individual school will be included which highlight a ten minute walk zone.

Travel Advisors will also promote the Modeshift STARS for in businesses which is already used in Stoke-on-Trent and Staffordshire. The scheme recognises excellence in the delivery of Travel Plan initiatives rather than the production of Travel Plan documents. Once businesses have signed up they will receive enhanced support through Access Funds.

3. Wheels to Work

Access Funds will be used to:
Employ a total of 6 Travel Advisors (dividing their time between all 6 initiatives), purchase of short term (one month) bus passes (same price for all main operators), promotional campaigns and events

The Target is to help 3,993 jobseekers by attracting:
2,780 to use the bus, 527 cyclists and 247 moped users and 439 new walkers

Staffordshire County Council has been running Wheels to Work since 2008 and is a member of the National Wheels to Work Association that meets quarterly. However current resources have only enabled us to deliver a basic service that is not promoted. Stoke-on-Trent City Council’s Home to Work project ran between 2011 and 2015 and was funded through ERDF. This basic service will be significantly enhanced using Access Funds and extended to Stoke-on-Trent using the new Travel Advisors, and strong promotional campaigns and events.

Stoke-on-Trent City Council’s Home to Work project signed up 56% of enquiries as clients who would not have been able to access employment at all without the scheme.

Travel Advisors will advise on a range of short term transport solutions for people who face transport barriers to accessing a job, apprenticeship or training, including NEET and those at risk of becoming NEET. The scheme will include bus passes and ‘loan to own’ mopeds, but there will be a focus on promoting an interest free ‘loan to own’ cycle scheme (including electric bikes) in line with Access Fund objectives and delivery of local objectives. Evidence from our discussions with Jobcentres and from the Stoke-on-Trent Home to Work project shows that the provision of bus passes is important due to affordability issues when accessing jobs beyond cycling distance.

Clients accepted on the programme will be encouraged to begin a regular savings plan to help secure a long term solution to their transport needs after help from Wheels to Work ceases. Clients will receive a tailor-made package to suit their needs including training and fitting of safety equipment.

Samantha Connor was close to losing a job she loved because of transport issues. Wheels to Work loaned her a moped. “It’s a great scheme, which has lifted a huge stress from me and helped me to take control of my professional life again, I’d recommend it to anyone, it's totally changed my life”

4. Getting Safer and Active

Access Funds will be used to:
Employ a total of 6 Travel Advisors (dividing their time between all 6 initiatives), 1 school Active Travel advisor (for all initiatives except wheels to work), Active Steps leader (Sustrans), 6 Adult Bikeability instructors using providers off our established framework, provide equipment for the programmes

The Target is to:
Assist 450 Active Steps participants and provide Adult Bikeability 1 to 1 training for 571 and courses for 240

Active Steps will be managed by Sustrans and offered to all three target audiences. The promotion of Active Steps at schools will complement all Modeshift STARS activities identified under Initiative 2: Travel Planning. All programmes will be organised at locations to suit the participants.
Active Steps will have a particularly important focus on encouraging individuals with low activity levels to improve their physical and mental health through an intensive active travel programme. Twelve week programmes will be organised and will include group workshops, events, led walks and bike rides, and valuable 1 to 1 support and health checks, making use, if necessary, of the Councils’ fleet of bikes. Participants will be recruited through job centres, employers, schools, community groups and health professionals.

**Active Steps**

Twelve week programmes will be organised and will include group workshops, events, led walks and bike rides, and valuable 1 to 1 support and health checks, making use, if necessary, of the Councils’ fleet of bikes. Participants will be recruited through job centres, employers, schools, community groups and health professionals.

**Adult Bikeability** includes cycle training courses, adult 1 to 1 support, group workshops and led cycle rides that are more advanced than the Active Steps programme, They will enable people to cycle safely and confidently on the road. It will include courses on bike maintenance, security and safety, route planning and confidence building. Both Active Steps and Adult Bikeability will make use of walking, fitness and health apps to increase participation. This supports the Health Secretary’s recent announcement to use data from approved apps to feed directly into personal health records.

Jean Burgundy-Rogers took part in a 1to1 Bikeability training session to improve her health and employment prospects. “It’s turned my life around. My health which was once so life-limiting is now under control. I’ve definitely got a new lease of life. Even better, thanks to cycling, I’m well enough to start working again. I’ve got a job and will be continuing to fit cycling into my leisure and commuter journeys.”

### 5. Mentoring and Coaching

**Access Funds will be used to:**

Employ a total of 6 Travel Advisors (dividing their time between all 6 initiatives), 1 school Active Travel advisor (for all initiatives except wheels to work)

**The Target is to:**

Identify and recruit Travel Champions from each target audience

Mentoring and coaching is the key to building a legacy, providing a higher return on investment and achieving benefits over a longer time period for all target audiences, beyond the end of this project.

All Travel Advisors will identify and recruit enthusiastic sustainable travel champions, found in jobcentres, businesses, schools and communities. They will become equipped with a range of skills to suit their target audience. This will include providing health advice, journey planning for all modes of transport and the signing up of Wheels to Work clients. Through coaching, they will be equipped with the skills required to continue to provide bike maintenance and organised rides.

A Travel Event toolkit has been developed for businesses by the County and City Councils and will be disseminated and adapted for all target audiences. Its aim is to allow champions to encourage walking and cycling and run their own sustainable travel events on national events such as Health & Wellbeing Day, Cycle to Work Day and Car Free Day.

### 6. Promotional Events and Activities

**Access Funds will be used to:**

Run and equip events and activity days and staffing of Bike Bus, employ a total of 6 Travel Advisors (dividing their time between all 6 initiatives), 1 school Active Travel advisor (for all initiatives except wheels to work)

**The target is to:**

Achieve 60 visitors to each Bike Bus event, provide 36 school and community activity days, 1 Modeshift STAR event a month (engaging families of 20,223 children), 12 events with Federation of Small Businesses at networking and roadshow events (engaging 9,000 employees), 420 events at large/medium businesses (engaging 29,500 employees) and 150 town centre / community events.
Promotional events and activities will be held for all target audiences, including business and jobseeker events, town centre events, school and community activity days, school holiday programmes and as part of Active Steps and Adult Bikeability programmes/courses. The Bike Bus will be used wherever possible which is a mobile bike hub that is prepped, fully equipped and ready to roll out. It provides information through maps and advice on local areas, Dr Bike health checks, maintenance demonstrations and the cycle safety Bike Register (security marking) scheme supported by the police.

**B2. The Strategic Case**

The **Staffordshire and Stoke-on-Trent Access Fund Bid** will deliver the following objectives:

In line with **DfT Access Fund Guidance**:
- Support the economy by supporting access to new and existing employment, education and training
- Achieve increased levels of physical activity through walking and cycling
- Reduce traffic levels (vehicle kms) by providing travel choices which will contribute towards improving air quality and reducing congestion

In line with the **Cycling and Walking Investment Strategy**:
- Increase cycling activity
- Reverse the decline in walking activity
- Reduce the rate of cyclists killed or seriously injured
- Increase the percentage of children aged 5 to 10 that usually walk to school

In line with the **Stoke-on-Trent and Staffordshire LEP Strategic Economic Plan**:
- Support economic growth in the Core City of Stoke-on-Trent and the Competitive Urban Centres of Newcastle-under-Lyme, Burton upon Trent, Cannock, Tamworth, Lichfield and Stafford

This will be achieved by delivering a range of initiatives under five main headings to three target audiences as detailed in B1: Project Summary and summarised in Table 4.

**Table 4: Summary of Initiatives and Target Audiences**

<table>
<thead>
<tr>
<th>Initiatives</th>
<th>Jobseekers</th>
<th>Businesses</th>
<th>Schools and Communities</th>
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<tbody>
<tr>
<td>1. Personalised Travel Advice</td>
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<td>2. Travel Planning</td>
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<tr>
<td>Bespoke travel surveys and</td>
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<td>information</td>
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<tr>
<td>Business Travel Network and</td>
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<td>Travel Grants</td>
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<tr>
<td>Modeshift STARS</td>
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<tr>
<td>3. Wheels to Work</td>
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<tr>
<td>4. Getting Safer and Active</td>
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<tr>
<td>Active Steps</td>
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<tr>
<td>Adult Bikeability</td>
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<tr>
<td>5. Mentoring and Coaching</td>
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<td></td>
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<tr>
<td>6. Promotional Events and Activities</td>
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</table>

The Strategic Case provides evidence that the bid will support the economy of the LEP’s Core City and Competitive Urban Centres through encouraging jobseekers, workers and community residents to get active by walking and cycling to employment, education and training. This in turn will have a beneficial impact on Air Quality Management Areas in Newcastle-under-Lyme, Stoke-on-Trent and Burton upon Trent and corridors where peak hour traffic congestion exists. These defined Urban Centres are shown on Figure 1 and specifically align with the LEP’s priority areas. By targeting these urban areas where significant capital investment in sustainable transport is also planned, we will create the largest opportunities to improve sustainable access to employment, education and training, resulting in a more intensive impact on economic prosperity and the health of the population.
We have already made progress in the Core City and Urban Centres through ongoing investment using the annual Integrated Transport Block budget and we have made greater headway in Stafford, Newcastle-under-Lyme, Stoke-on-Trent and Tamworth that have benefited from LSTF resources. It is essential that we build on the legacy of these areas and provide the other Urban Centres with similar levels of investment in both revenue and capital resources. DfT evidence suggests that, over time, investment in walking and cycling needs revenue resources to stimulate interest; followed by capital investment to build high quality walking and cycling routes; which need a further injection of revenue to promote their use. Local evidence also supports this. For example, through a combination of the construction of Two Water Way walking and cycling bridge and promotional activities, walking and cycling has seen a considerable increase on one corridor in Stafford from negligible levels (due to severance issues) to a monthly average of 5,100 trips.  

Accessibility within the Growth Deal Urban Centres

Using a Hansen score, we have assessed the level of accessibility by walking and cycling to the areas that have the greatest choice in jobs. The assessment combines the number of destinations that can be accessed within a 20 minute journey time walking or 25 minute journey time by bicycle with the dis-benefits of travel in terms of journey time and the total number of jobs available at the destination. There are areas within each of the Urban Centres that are in the top quartile (top 12.5%) of Hansen score values where there is a greater level of access and choice. The maps are provided in Figures 1 and 2 of the Economic Appraisal Summary Note in Annex 3.

We have compared the Hansen score data with 2011 Census travel to work data to identify areas where there are already people walking and cycling to work at a level above the England average. Identifying the areas of low walking and cycling but high walking and cycling accessibility to jobs will show us where we should focus our initiatives. The centres of each urban area can be reached within a 25 minute cycle time by the majority of the urban population.

Local evidence, through mapping health statistics also shows that it is these areas, within walking and cycling distance to jobs that suffer from the greatest level of social and health issues. It is in these locations where a step-change can be made towards increased use of sustainable modes and therefore improved physical and mental wellbeing. The worst areas of health deprivation are shown on Figure 3 Annex 3 and areas where there is the greatest claimants is shown on Figure 4 Annex 3.

It is suggested that people walk more in places with mixed land use (such as retail and housing), higher population densities and highly connected street layouts. This is another reason why we are focusing on the Growth Deal Urban Centres, rather than the large rural areas of Staffordshire.

It is acknowledged that access needs to be provided to jobs further afield by improving access to bus and rail services especially in areas where there are currently relatively low job vacancies.

Profile of each Growth Deal Urban Centres

Table 5 provides a summary profile of the Growth Deal Urban Centres to highlight that they all have varying issues that could help to be resolved through Access Funding.

<table>
<thead>
<tr>
<th>Target Audience 1: Jobseekers</th>
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</thead>
<tbody>
<tr>
<td>Urban Centre</td>
</tr>
<tr>
<td>JSA/UC Claimants</td>
</tr>
<tr>
<td>NEET (% young people)</td>
</tr>
<tr>
<td>Population in most deprived areas (%) (England av. 20%)</td>
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<tr>
<td>Jobcentre Plus Customers June ’16</td>
</tr>
</tbody>
</table>

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7 Indices of Multiple Deprivation 2015
### Target Audience 2: Businesses

<table>
<thead>
<tr>
<th>Urban Centre</th>
<th>Stoke-on-Trent</th>
<th>Newcastle-under-Lyme</th>
<th>Burton upon Trent</th>
<th>Cannock</th>
<th>Tamworth</th>
<th>Lichfield</th>
<th>Stafford</th>
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<tbody>
<tr>
<td><strong>Existing jobs (2014)</strong></td>
<td>121,000</td>
<td>33,900</td>
<td>36,800</td>
<td>25,400</td>
<td>29,400</td>
<td>16,500</td>
<td>29,300</td>
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<tr>
<td><strong>Forecast new jobs to 2032</strong></td>
<td>6,700</td>
<td>3,100</td>
<td>3,000</td>
<td>2,700</td>
<td>4,200</td>
<td>2,100</td>
<td>2,800</td>
</tr>
<tr>
<td><strong>Job Vacancies (last 30 days)</strong></td>
<td>1,944</td>
<td>424</td>
<td>957</td>
<td>667</td>
<td>1,052</td>
<td>581</td>
<td>1,219</td>
</tr>
<tr>
<td><strong>Micro businesses (0-9)</strong></td>
<td>4,740</td>
<td>2,960</td>
<td>3,935</td>
<td>2,835</td>
<td>1,835</td>
<td>4,105</td>
<td>4,520</td>
</tr>
<tr>
<td><strong>Small businesses (10-49)</strong></td>
<td>750</td>
<td>370</td>
<td>390</td>
<td>345</td>
<td>245</td>
<td>395</td>
<td>445</td>
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<tr>
<td><strong>Medium businesses (50-249)</strong></td>
<td>135</td>
<td>60</td>
<td>55</td>
<td>35</td>
<td>40</td>
<td>80</td>
<td>75</td>
</tr>
<tr>
<td><strong>Large businesses (250+)</strong></td>
<td>35</td>
<td>15</td>
<td>20</td>
<td>5</td>
<td>5</td>
<td>20</td>
<td>15</td>
</tr>
</tbody>
</table>

### Target Audience 3: Schools and Communities

<table>
<thead>
<tr>
<th>Urban Centre</th>
<th>Stoke-on-Trent</th>
<th>Newcastle-under-Lyme</th>
<th>Burton upon Trent</th>
<th>Cannock</th>
<th>Tamworth</th>
<th>Lichfield</th>
<th>Stafford</th>
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<tbody>
<tr>
<td><strong>No qualifications</strong></td>
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<td><strong>Average household income</strong></td>
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<td><strong>Disability Claimants</strong></td>
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<td><strong>Excess Weight: Adults</strong></td>
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<td><strong>Excess Weight: 4-5yrs</strong></td>
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<td><strong>Excess Weight: 10-11yrs</strong></td>
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<td><strong>Obesity: Adults</strong></td>
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<td><strong>Obesity: 4-5yrs</strong></td>
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<td><strong>Obesity: 10-11yrs</strong></td>
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<tr>
<td><strong>Low Activity</strong></td>
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<td><strong>Inactivity</strong></td>
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<td><strong>On Depression Register</strong></td>
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<td><strong>School Absences</strong></td>
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<td><strong>Work Sickness absence</strong></td>
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<td><strong>Minority Ethnic Groups</strong></td>
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*Performance compared with England average, red: higher, yellow: similar, green lower

### 1. The Core City of Stoke-on-Trent

**What have we achieved so far?**

Stoke on Trent, together with Newcastle-under-Lyme is a major urban area benefiting from strong strategic connectivity. Significant capital investment has already taken place in the City Centre including traffic management, enhancements to the extensive walking and cycling network and a new bus station. These measures have been supported by revenue funds through Stoke-on-Trent North Staffordshire LSTF ‘Stoking Employment in North Staffordshire’ that was delivered during 2010/11 to 2013/14.
The LSTF project focused on improving access to three employment areas, University Hospital North Staffordshire, Keele University and Staffordshire University. Based on a 1,344 sample, the project overall resulted in a 2.9% increase in walking and 3.2% increase in cycling (business trips), with 21% walking and 23% cycling more often for other journeys. Access Funds will help to maintain the momentum of changes already made; build a legacy and tackle the significant social problems in the area.

What problems will Access Funds tackle?
From an analysis of modelled and observed traffic data, significant congestion problems are still prevalent in both morning and evening peak-periods and affect the majority of key routes to, from and between the city and town centres and other key employment locations. These congestion problems have contributed to the designation of the whole of the City of Stoke-on-Trent as an Air Quality Management Area and also adversely affect the punctuality and journey times of bus services.

The Unitary Authority area of Stoke-on-Trent has around 3,265 registered jobseekers which is nearly as many as the combined total of all six Urban Centres in Staffordshire. There are high numbers of adults with low wages and no qualifications and unemployment is higher than the national average. Over half of the population of Stoke-on-Trent lives in the most deprived areas of the country which is nearly twice as many as the combined total of the six Urban Centres in Staffordshire.

Current online job vacancies are relatively low compared to the number of jobseekers. Job opportunities are available at 35 large businesses and 5,625 other businesses and economic growth potential is high due to the expected influence of the Northern Gateway Development Zone as a result of HS2 proposals.

As can be seen in Table 5 obesity in adults and children is a serious concern in Stoke-on-Trent which is likely to be attributable to the very low levels of physical activity. Stoke-on-Trent has a higher than national average number of people on depression registers, although work absenteeism is below the national average.

What complementary capital measures will be delivered?
The Access Fund bid will support the proposals in Growth Deal 1 and 3. This includes improved access to strategic employment sites and town centre improvements focusing on public realm, traffic management, bus, cycling and pedestrian enhancements, building on schemes already delivered to improve links to the City Centre Spine sites of Stoke Town, Stoke-on-Trent rail station, the University Quarter and the City Centre, including 3km of new cycleway. Future proposals include the creation of 160,000 sq m of commercial floorspace and a further 3,000 homes including City Centre living opportunities.

2. Newcastle-under-Lyme

What have we achieved so far?
Newcastle-under-Lyme is located in the North Staffordshire conurbation with Stoke-on-Trent. Revenue support has already been received to support use of existing sustainable transport facilities, although the North Staffordshire’s LSTF programme had a minimal focus on Newcastle town centre compared to the higher intensity of interventions at Keele University and Stoke-on-Trent, which is reflected in the mode shift results.

What problems will Access Funds tackle?
Traffic problems experienced by all target audiences have been analysed on key routes in Newcastle using DfT GPS Trafficmaster data. There are particular traffic problems on the A34 on the town centre ring road and on routes between Newcastle and Stoke-on-Trent which has resulted in the designation of Air Quality Management Areas.

Newcastle-under-Lyme has the highest caseload of claimants compared to other Urban Centres in Staffordshire, particularly in Cross Heath. There are high numbers of adults with low wages and no qualifications and large areas of deprivation in Chesterton, Knutton Silverdale, Cross Heath and Holditch.

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13 North Staffordshire LSTF Evaluation Reports 2015, Stoking Employment in North Staffordshire
Job opportunities are available at 15 large businesses and over 3,000 other businesses and growth potential in the area is great due to the influence of the Northern Gateway Development Zone. However, current online job vacancies appear to be lower compared to other Growth Deal centres. The package will also help to tackle the issues identified by the Business Improvement District (BID) that encompasses 700 businesses employing 7,700 people. Six out of the top ten issues identified by BID relate to parking, access and signage.

Excess weight in adults and children aged 10 to 11 is a particular problem which will partly be attributable to very low levels of physical activity. Depression prevalence is also above average levels. These issues are likely to have influenced levels of absenteeism from school and work which are high.

**What complementary capital measures will be delivered?**
The Access Fund bid will support the proposals in Growth Deal 1 and 3. This includes a package of public realm, traffic management, bus, cycling and pedestrian access improvements that will significantly enhance the town centre environment, promote economic growth and support the growing student population. The town centre vision includes 470 new town centre residential units, mainly for Keele University’s growing student population, 65,000 sq. ft. of retail units resulting in 350 new jobs and the re-location of the Borough Council Offices.

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**3. Burton upon Trent**

**What have we achieved so far?**
Burton upon Trent is located close to the West Midlands and East Midlands. Significant improvements have been made to the walking and cycling network in recent years which serves Burton’s compact urban area. NCN63 also provides an important route over the River Trent between Derbyshire and Burton. Revenue support is now needed to maximise use of these facilities.

**What problems will Access Funds tackle?**
Census information indicates a relatively high proportion of short work trips in Burton upon Trent and also a high proportion of commuter trips by car from surrounding towns and villages. Walking and cycling levels are above the national average. Congestion is a concern for local residents which is backed up by DfT Trafficmaster data. This has contributed to the declaration of two Air Quality Management Areas.

There are 645 jobseekers in Burton and 957 online job vacancies in the last 30 days. Wages and qualifications are low and 18% of the population lives in deprived areas focused around the town centre. Burton is the only urban centre that has higher than average levels of ethnic minority groups.

Burton is an important employment hub that boasts major employers including Pirelli, Molson Coors and Unilever, with a growing distribution/warehousing sector. Job opportunities are available at 20 large businesses and over 4,300 other business and job growth potential in the area is very good.

Excess weight in adults is a problem, whereas in children it is similar to the England average. Although there is low activity prevalent in the population, it is not such a problem compared to other Urban Centres in the LEP area, which may be helping to keep absenteeism and disability claimants below the England average.

**What complementary capital measures will be delivered?**
The Access Fund bid will support the proposals in Growth Deal 1 and 3. This includes important regeneration proposals for the town centre which will include provision of a more attractive and coherent pedestrian/cyclist experience, encouraging more use of the town centre and its businesses. Priority also includes enhanced sustainable transport links to the rail station and across the two strategic river crossings. This will support local plan delivery of 20 hectares employment growth, 6,500 new dwellings (much of which is already permitted), 2,200 dwellings and 12 hectares employment at Drakelow, in South Derbyshire.

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**4. Cannock**

**What have we achieved so far?**
Cannock is on the northern edge of the West Midlands conurbation and is well served by the M6, M6 Toll and rail connections on the Chase Line and West Coast Main Line. Although the walking and
cycling network has seen some recent improvements, the focus of investment has been in public transport particularly in terms of enhancing connectivity to the West Midlands. Traffic congestion is not a significant issue in Cannock which is why it has not been the focus of previous LSTF projects and revenue support. However it is essential that Access Funds are made available to this area due to its serious social issues.

**What problems will Access Funds tackle?**
Cannock is the most deprived area in Staffordshire, generally attributed to the legacy of industrial decline in the area, with problems focused around the town centre and Hednesford North. There are high numbers of adults with low wages and no qualifications, with 840 jobseekers.

Job opportunities are relatively high when you take into account nearby existing and future employment areas and easy public transport access to the West Midlands. There are also plans for a major retail outlet village at Mill Green in Cannock. Locally there are 5 large businesses and over 3,200 other businesses, with local online job vacancies currently at a relatively low level of 667.

Obesity in adults and children aged 4 to 5 is a particular problem, with school absences at a high level. Cannock is identified as the most inactive area compared to the other Urban Centres, with levels below the England average. Cannock, together with Stoke-on-Trent, are also the two Urban Centres that have a higher than national average number of people on depression registers.

**What complementary capital measures will be delivered?**
The Access Fund bid will support the proposals in Growth Deal 1 and 3. This includes focusing on improving access around Cannock town centre and to surrounding businesses and developments. Enhanced sustainable transport links will be essential to Mill Green retail development, employment locations particularly along the A5(T) corridor and to rail stations to improve access to jobs in the West Midlands, linking in with the major upgrade planned for the Chase Line.

5. **Tamworth**

**What have we achieved so far?**
Tamworth Borough is located close to the West Midlands conurbation. A number of significant transport interventions have recently been delivered particularly focusing on improving access to Ventura Retail Park and managing traffic delays in the Upper Gungate corridor. The local cycle network is extensive covering 30 miles within a 12 square mile area and is currently being improved using GD1 resources. Great headway has already been achieved in encouraging modal shift through the delivery of the Tamworth LSTF revenue package in 2015/16 although ongoing support is required to promote the new facilities that are currently being delivered, together with tackling social issues.\(^\text{14}\)

**What problems will Access Funds tackle?**
Congestion in Tamworth has been analysed using DfT trafficmaster data confirming that Tamworth suffers from areas of congestion which will worsen in corridors that link to planned housing and employment sites. The car continues to be relied upon for short trips and longer commuter trips to the West Midlands.

Tamworth has the lowest caseload of claimants compared to other Urban Centres. There are high numbers of adults with low wages and no qualifications and there are large areas of deprivation around the town centre. The Castle Ward is one of the most deprived areas in Staffordshire.

Job opportunities are high when you take into account easy public transport access to the West Midlands. Due to the Borough being relatively small, the level of local jobs is lower, although online job vacancies are relatively high. There are 5 large businesses and over 2,100 other businesses.

Obesity in adults is a particular problem which will partly be attributable to very low levels of physical activity. Depression prevalence is also above average levels in Tamworth, although work absenteeism is lower than the national average.

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\(^{14}\) Tamworth Evaluation Report 2016, Access to Jobs, Training and Services in Tamworth
What complementary capital measures will be delivered?
The Access Fund bid will support the proposals in Growth Deal 1 and 3. This includes an enhanced walking and cycling link that is currently being built between Ventura Retail Park, the town centre and on to the rail station. Through GD3, access improvements to the rail station are planned from the Anker Valley sustainable urban extension which is to deliver 535 new homes.

6. Lichfield

What have we achieved so far?
Lichfield District borders the West Midlands conurbation with good connections to the national transport network. The two main settlements of Lichfield and Burntwood provide key services, facilities and employment opportunities. Improvements to the walking and cycling network have been minimal over recent years. Instead, investment has focused on enhancing public transport. No revenue investment has yet been made in Lichfield, however it is considered that a package of Access Fund initiatives is essential to tackle high car use, particularly to local jobs.

What problems will Access Funds tackle?
Lichfield has one of the highest levels of car drivers, at 75% of journeys to work. Lichfield currently experiences delays and unreliability as identified by DfT trafficmaster data and the recently completed SATURN model, with congestion forecast to increase with the proposed level of housing and employment growth. This will therefore require the need for a high intensity transport strategy, including behavioural change initiatives.

Lichfield and Tamworth have the lowest rate of jobseekers. Job vacancies are low in Lichfield, but residents have easy public transport access to jobs in the wider area, including the West Midlands. Lichfield also benefits from a high number of local employers which, taking into account the high car commuting levels, is adding to peak hour congestion in the area. The City is served by 20 large employers and 4,580 other local businesses.

Lichfield is generally considered to be a prosperous area with higher than average household incomes. Lichfield does not suffer from the same high levels of excess weight and low activity as found in most of the other Urban Centres. Instead, social and health issues are more prevalent in the nearby town of Burntwood and outlying areas of Lichfield rather than within the City centre. These areas will be helped by this package due to their heavy reliance on Lichfield for existing and future jobs, training and services.

What complementary capital measures will be delivered?
The Access Fund bid will support the proposals in Growth Deal 1 and 3. GD1 is helping to delivering the major Friarsgate retail development in the City Centre which will also include highway capacity improvements along the A5127, a new bus station opposite Lichfield City rail station and an upgrade to public realm and pedestrian facilities, transforming the town centre environment. GD3 will build on these improvements, focusing on making the A5127 a high quality sustainable transport corridor, linking to Strategic Housing Development Locations. There is also a key employment site at Lichfield Park around Trent Valley rail station which has been the focus of GD1 investment.

7. Stafford

What have we achieved so far?
Stafford lies between the North Staffordshire and West Midlands conurbations and has good connections to the M6 and West Coast Main Line. An impressive scale of retail development has just opened in the town, showing developer confidence and interest from the private sector to deliver new jobs in Stafford. Also, two major business parks have been opened up on the edge of the urban centre, within cycling distance for many local residents.

Through the Stafford LSTF package between 2010/11 to 2013/14, significant investment was made in the walking and cycling network. We have made headway in encouraging modal shift by already providing travel planning support to 1,700 employees. We need to maintain this momentum, refocusing on supporting jobseekers and supporting the continued growth in the town by improving the health of the workforce.

What problems will Access Funds tackle?
Congestion levels have been analysed using the SATURN traffic model and DfT trafficmaster data. Even though we have made some progress in modal shift, due to relative concentrations of employment and services in Stafford, congestion continues on main radial routes during peak periods.

Stafford Borough has a relatively low level of deprivation with 575 jobseekers and levels of prosperity are higher than national averages with just two wards of Highfields and Western Downs with concentrated deprivation. Stafford is comparable to Lichfield in terms of having an average income above the national average.

A large concentration of Stafford jobs are in the public administration, education and health sectors (40%), together with the Ministry of Defence and key private sector manufacturing companies, such as Alstom Grid and Perkins. Existing job vacancies are relatively high and job opportunities are forecast to increase. Local jobs are available at 15 large businesses and over 5,000 other businesses.

Although levels of inactivity and absenteeism are lower than the national average in Stafford there are still problems concerning excess weight in adults that needs to be addressed through Access Funds.

What complementary capital measures will be delivered?
The Access Fund bid will support the previous LSTF capital investment; proposals in Growth Deal 1 and 3 and sustainable transport schemes that are being delivered by developers of the Strategic Development Locations in the west, north and east of Stafford that include over 5,000 new homes. Traffic management and sustainable transport schemes in the town will complement the additional 243,000 square feet of retail space that is creating over 600 new jobs.

Delivery of National Objectives
Table 6 summarises how targeting jobseekers, businesses, and schools and communities in these Growth Deal Urban Centre with bespoke sustainable transport initiatives will lead to outcomes that will contribute towards the delivery of all of the Access Fund objectives. The evidence draws on national and local data as summarised in the Economic Appraisal Summary Note.

Table 6: How we will Deliver the Access Fund Objectives

<table>
<thead>
<tr>
<th>Access Fund Objectives</th>
<th>Output</th>
<th>Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Support the economy by supporting access to new and existing employment, education and training</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Jobseekers</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Personalised travel advice</td>
<td>• 3,993 jobseekers will be helped into work</td>
<td></td>
</tr>
<tr>
<td>• Wheels to Work</td>
<td>• 2,780 jobseekers are expected to get to new jobs by bus that will help to sustain the bus market</td>
<td></td>
</tr>
<tr>
<td>• Active Steps</td>
<td>• Working with our Skills and Employability teams will enable us to target 3,300 NEET and those at risk of being NEET</td>
<td></td>
</tr>
<tr>
<td>• Adult Bikeability</td>
<td>• Working with Secondary schools will allow us to provide personalised travel advice to school leavers who want to continue with their training and education at our local Colleges and two Universities</td>
<td></td>
</tr>
<tr>
<td>• Events</td>
<td>• Businesses will find it easier to recruit and retain staff</td>
<td></td>
</tr>
<tr>
<td>• Mentoring and coaching</td>
<td>• Improved access to job opportunities for the unemployed and those within more deprived areas</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Reducing transport costs will improve the efficiency of labour markets by encouraging more people to look for work and by better matching employees to jobs</td>
<td></td>
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<tr>
<td></td>
<td>• Reducing the number of jobseekers by widening their travel choices to jobs, apprenticeships and training will provide a saving of at least £1,950 per claimant for 6 months</td>
<td></td>
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<tr>
<td></td>
<td>• There may be a reduction in anti-social behaviour and crime</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• There will be a focus on improved access to engineering</td>
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training given the importance of HS2 delivery
  • Providing the right solutions through Wheels to Work will achieve higher successes
  • There will be quality of life benefits for new bus users by encouraging more social interaction.
  • Mentoring and coaching will ensure longer term benefits to the economy

<table>
<thead>
<tr>
<th>Businesses</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>• Personalised travel advice</td>
<td>• A traffic reduction equating to 11,031 vehicle kms per day is forecast. This will particularly benefit areas with traffic delay identified through Trafficmaster data</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Active Steps</td>
<td>• Journey quality benefits equating to £24,950</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Adult Bikeability</td>
<td>• Decongestion benefits equating to £5,089,040</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Bespoke travel surveys and information</td>
<td>• Accident benefits equating to £1,253,730</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Business Travel Network</td>
<td>• car drivers employed at large and medium businesses are forecast to reduce by 8% and 4% for small businesses</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Travel Grants</td>
<td>• Reduced delays will help to accommodate jobs and economic growth forecast in the LEP’s SEP</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Events</td>
<td>• Employees are more likely to be active and healthy in body and mind and less likely to be absent from work due to illness and a greater retention of staff.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Mentoring and coaching</td>
<td>• A healthy workforce is good for business, reducing cost of absenteeism. Sustrans state that workers who cycle take 2 days less</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>• Reducing business transport costs will attract investment that will also increase productivity, GVA and employment</td>
<td></td>
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<tr>
<td></td>
<td>• Helping businesses to get better access to labour markets will lead to sustainable economic growth</td>
<td></td>
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<tr>
<td></td>
<td>• Evidence from previous LSTFs shows working with larger businesses achieves results and levers in match funding</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Working with smaller businesses is essential as 73% of residents work in these companies</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Cycling will improve psychological wellbeing of employees</td>
<td></td>
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<tr>
<td></td>
<td>• Greater change is likely if we actively promote walking and cycling to work in areas that have the greatest level of accessibility to areas that have the greatest choice of jobs</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Mentoring and coaching will ensure longer term benefits to the economy</td>
<td></td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Schools and Communities</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Personalised travel advice</td>
<td>• Reducing car drivers to school by 27% with a traffic reduction of 8,505 kms will reduce delays. This will particularly benefit areas with traffic delay identified through Trafficmaster data, supporting economic growth proposed in the SEP</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Active Steps</td>
<td>• Decongestion benefits equating to £1,282,040</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Adult Bikeability</td>
<td>• Accident benefits equating to £338,990</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Bespoke travel surveys and information</td>
<td>• Focusing on reducing car use at schools in congested corridors will have wider travel time benefits for the economy (vehicle km reduction of 8,505km per day)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Events and activities</td>
<td>• Improving health of school children and reducing school absences will have long term benefits to the economy</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Modeshift STAR</td>
<td>• We will improve the health of the workforce by targeting parents and reaching employees and jobseekers at their place of residence</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Mentoring and coaching</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Actively promote increased levels of physical</th>
<th>Jobseekers</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Personalised travel advice</td>
<td>• 439 new walkers through Wheels to Work</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Active Steps</td>
<td>• 527 new cyclists through Wheels to Work</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Adult Bikeability</td>
<td>• Physical activity benefits: £13,670,400, reducing burden on health service</td>
<td></td>
<td></td>
</tr>
<tr>
<td>activity through walking and cycling</td>
<td>Events</td>
<td>Mentoring and coaching</td>
<td>Expected to reduce levels of obesity and excess weight through increased walking and cycling which is particularly important where levels are above the England average</td>
</tr>
<tr>
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</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Improved safety and confidence of cyclists through Getting Safer and Active initiatives</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Catching the bus to a new job can increase walking.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Jobseekers living in less prosperous areas are more likely to be physically inactive, with longer term employment a particular issue</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Choosing cycling as a mode of transport can increase disposable income</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Local data shows that areas of health deprivation often coincide with areas that have high walking and cycling access to jobs</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Mentoring and coaching will ensure longer term benefits to the economy</td>
</tr>
</tbody>
</table>

### Businesses

- Personalised travel advice
- Active Steps
- Adult Bikeability
- Bespoke travel surveys and information
- Business Travel Network
- Travel Grants
- Events
- Mentoring and coaching

- 1,900 employees are expected to change their travel behaviour
- 1,000 new walkers who would have driven
- 1,000 new cyclists who would have driven
- Physical activity and absenteeism benefits: £31,354,380, reducing burden on health service and businesses in lost productivity
- Expected to reduce levels of obesity and excess weight through increased walking and cycling which is particularly important where levels are above the England average
- Increased physical activity is expected to reduce absenteeism rates. This is particularly important for small businesses supported by the FSB where the economic impact is felt more
- Improving journey quality through travel grants will encourage more cycling and walking
- People who cycle for travel purposes (not just recreation) are four times as likely to meet physical activity guidelines
- Mentoring and coaching will ensure longer term benefits to the economy

### Schools and Communities

- Personalised travel advice
- Active Steps
- Adult Bikeability
- Bespoke travel surveys and information
- Events and activities
- Modeshift STAR
- Mentoring and coaching

- 1,705 new walkers and parent escorting who would have been driven
- 208 new cyclists and parent escorting who would have been driven
- 251 new children scooting and parent escorting who would have been driven
- Physical activity benefits: £14,654,190, reducing burden on health service
- Families of 2,164 children are expected to change their travel habits
- Setting schools with individual targets for walking and cycling is expected to maximise modal shift
- We can make a greater difference by targeting locations with prevalence towards low activity and inactivity
- Expecting to reduce levels of obesity and excess weight through increased walking and cycling which is particularly important where levels are above the England average
- There is local evidence of the benefits of longstanding programmes of cycle training for school children.
- Mentoring and coaching will ensure longer term benefits to the economy
Table 7 highlights how delivering the initiatives in this bid to our three target audiences will help to achieve the Government’s ambition of the Cycling and Walking Investment Strategy.

### Table 7: How we will Deliver the Walking and Cycling Investment Strategy (W & CIS)

<table>
<thead>
<tr>
<th>W &amp; CIS Objectives</th>
<th>Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase cycling activity</td>
<td><strong>Jobseekers, Businesses, Schools and Communities</strong></td>
</tr>
<tr>
<td></td>
<td>• 1,735 new cyclists and 251 children scooting who would have driven or been driven</td>
</tr>
<tr>
<td></td>
<td>• Boosting cycling levels will reduce burden on health services</td>
</tr>
<tr>
<td></td>
<td>• Choosing cycling as a mode of transport can increase disposable income.</td>
</tr>
</tbody>
</table>
**Reverse the decline in walking activity**

<table>
<thead>
<tr>
<th>Jobseekers, Businesses, Schools and Communities</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Catching the bus to a new job can increase walking</td>
</tr>
<tr>
<td>- 3144 new walkers who would have driven or been driven</td>
</tr>
<tr>
<td>- Catching the bus can increase walking</td>
</tr>
<tr>
<td>- Boosting walking levels will reduce burden on health services</td>
</tr>
</tbody>
</table>

**Reduce the rate of cyclists killed or seriously injured**

<table>
<thead>
<tr>
<th>Jobseekers, Businesses, Schools and Communities</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Reduction in accidents equating to £1,592,720</td>
</tr>
<tr>
<td>- Improved safety and confidence of cyclists through Getting Safer and Active initiatives</td>
</tr>
<tr>
<td>- There is local evidence that Bikeability has resulted in reduced cycle accidents</td>
</tr>
</tbody>
</table>

**Increase the percentage of children aged 5 to 10 that usually walk to school.**

<table>
<thead>
<tr>
<th>Schools and Communities</th>
</tr>
</thead>
<tbody>
<tr>
<td>- 1705 new children who would have been driven</td>
</tr>
<tr>
<td>- Focusing on primary schools only to ensure that we have an impact on this objective</td>
</tr>
<tr>
<td>- Boosting walking levels will reduce burden on health services</td>
</tr>
</tbody>
</table>

---

**Delivery of Local Objectives**

**Stoke-on-Trent and Staffordshire Local Enterprise Partnership**

Stoke-on-Trent and Staffordshire LEP is positioned at the heart of the country at a key location which will benefit from Midlands Connect, Midlands Engine, Northern Powerhouse and the Northern Gateway Development Zone (NGDZ) that offers the opportunity to capitalise on the UK Government's investment in HS2. We have a strong industrial heritage which provides the base for our future in ceramics and advanced manufacturing.

The future sustainable economic prosperity of the Stoke-on-Trent and Staffordshire economy will be dependent on growth in Stoke-on-Trent and the chain of Urban Centres at Stafford, Burton upon Trent, Cannock, Lichfield, Tamworth and Newcastle-under-Lyme, as identified in LEP’s Strategic Economic Framework shown in Figure 2.

**Figure 2: Our Strategic Economic Framework**

*City of Stoke-on-Trent includes Newcastle-under-Lyme

A key objective of the LEP’s Strategic Economic Plan is to achieve the following in the Core City and Competitive Urban Centres:
- Enhanced transport links, including sustainable transport investments linking strategic transport routes and residents to key centres
- Public realm and network investment
- Pump prime investment to bring forward office and retail schemes
- Schemes to both promote and enhance the culture and leisure offer
- City and town living/student housing
- Education facilities
- Heritage led regeneration
The SEP is built around five interlocking objectives and Access Funds will help to deliver these objectives.

1. **Stoke-on-Trent as a Core City: to rapidly grow the heart of the City Centre economy.** Access Funds will increase employability and improve skills, work readiness and support for employment to allow all people to participate in the workforce. This will support economic growth of the urban conurbation, including growth planned in the City Centre. Reducing congestion through sustainable travel will help existing businesses and attract investment, increasing GVA and employment.

2. **Competitive Urban Centres: to support the sustained economic prosperity of other important Urban Centres across Staffordshire.** Access Funds will increase employability and improve skills, work readiness and support for employment to allow all people to participate in the workforce. This will enable sustainable growth of town centres and will enhance housing and employment growth opportunities. Reducing congestion through sustainable travel will attract investment, increasing GVA and employment.

3. **Connected County: to meet market demand for high quality employment and housing sites which are connected to the transport and communications network.** Access Funds will support the use of enhanced connectivity being created using Growth Deal funds. This includes schemes along key routes to town centres, City Centre, strategic housing and employment sites, trunk road network and rail services.

4. **Sector Growth: to boost the competitiveness of business in vital sectors with growth potential where Stoke & Staffordshire has a distinctive advantage.** Sector growth will be supported with Access Funds by improving the health of the workforce. Evidence shows that there is a measurable difference in productivity levels between staff with higher and lower levels of physical activity. Removing transport barriers will improve the efficiency of labour markets. Decongestion benefits will reduce business travel costs, which increases productivity, employment and GVA.

5. **Skilled Workforce: to ensure a balanced supply of people with the right skills and know-how needed to drive economic growth.** Access Funds will encourage the local and future workforce to access training and education to allow them to upskill. Reducing transport costs will help to remove a barrier in the employment market and encourage more people to look for work and better match employees to jobs.

**Link between Access Funds and Local Sustainable Transport Packages in Growth Deals 1 and 3**

There is a full range of sustainable transport capital schemes that are being delivered through Growth Deal funds and integrated transport block that will enhance the benefits of this revenue bid. £2.4m out of the £5m secured Growth Deal 1 capital funds have been programmed for delivery in 17/18 and 18/19 but have not as yet been drawn down by the LEP. Growth Deal 3 proposes a further £5m as outlined in the funding Bid, Chapter 3: Our Ask and Proposition, which describes the LEP’s GD3 Local Sustainable Transport Package (together with an Appendix providing further details). All complementary capital schemes are described in the Growth Deal Urban Centre Profiles earlier on in the Strategic Case.

At the same time, GD1 and GD3 are committed to increasing training providers that will also support the objectives of this Access Fund bid. GD1 has delivered the Advanced Manufacturing and Engineering Skills Hubs providing advanced engineering and manufacturing skills tailored to business needs delivering places for 500 learners per year.

It is proposed that GD3 will help build an Apprenticeship Academy within the new proposed Applied Materials Research, Innovation and Commercialisation Company (AMRICC). This will lead to 375 apprenticeships per annum and open up 2,000-4,000 high value jobs in the region. GD3 will also support the development of the deep ceramics sector cluster in North Staffordshire through the development of new educational and professional pathways for the ceramics industry including higher and degree apprenticeships.

**Local Authority Objectives**

A key priority for both authorities is supporting the LEP with the delivery of its objectives. In addition, this bid will help to meet complementary Local Transport Plan objectives which, in turn, aim to address the development pressures throughout the Urban Centres as identified in the Local Plan / Core Strategies of the local planning authorities. Development proposals within Local Plans that are
relevant to this bid are described under each Growth Deal Urban Centre earlier in the Strategic Case. Both authorities are also committed to delivering the Local Health and Wellbeing Agenda.

**Staffordshire County Council and Stoke-on-Trent City Council Strategic Plans**

The delivery of this bid will help to achieve the following County and City Council visions and outcomes:

**Staffordshire County Council Vision:** A ‘Connected Staffordshire’ where everyone has the opportunity to prosper, be healthy and happy.

**Outcomes:**
- Be able to access more good jobs and feel the benefits of economic growth
- Be healthier and more independent
- Feel safer, happier and more supported in and by their community

**Stoke-on-Trent City Council Vision:** ‘Stronger Together’ – working together to create a stronger city we can all be proud of.

**Priorities:**
- Support our residents to fulfil their potential
- Support our businesses to thrive, delivering investment in our towns and communities
- Work with residents to make our towns and communities great places to live

**Objectives:**
- Transform training and skills provision, supporting business growth and enabling local people to secure good quality work
- Increase the number of people moving into work
- Protect and improve mental and physical health and wellbeing
- Transform participation in sport and physical activity
- Develop a transport network that reduces congestion and supports growth in our city
- Improve health and wellbeing of vulnerable groups

**Local Health and Wellbeing Agenda**

The Health and Wellbeing Agenda is a high priority for Staffordshire County Council and partnerships have already been built with a range of stakeholders by Health and Care and Sports Around Staffordshire and Stoke-on-Trent (SASSOT). The County Council has been repeatedly recognised for its pro-active and innovative approach to improving the health and wellbeing of the County’s workforce. With funding secured from the Department of Health Workplace Health Grant, the following has already been delivered:

- All Being Well focusing on “Workplace Mental Health & Wellbeing” - training for employers co-designed with local employers
- District Business Engagement Projects – each district through the District Public Health Officers worked with local employers on a number of small scale projects including walking challenges

The National Workplace Wellbeing Charter seeks to improve practice in areas of business including attendance management, stress and mental wellbeing and physical activity. It is endorsed by Public Health England who has aligned the Charter with long-term national outcomes and national public health strategy.

Both the County and City Councils will be delivering this Charter alongside the Chambers of Commerce. There are clear synergies with the Access Fund initiatives, creating the potential to jointly engage with small and medium-sized businesses. This would enable us to jointly sell the benefits of participation in the Charter as well as championing the objectives of the Access Fund through networking and learning events around the healthy workplace agenda.
B3. The Economic Case – Value for Money

The Staffordshire and Stoke-on-Trent Access Fund Bid will deliver the following objectives:

In line with DfT Access Fund Guidance:
- Support the economy by supporting access to new and existing employment, education and training
- Actively promote increased levels of physical activity through walking and cycling
- Reduce traffic levels (vehicle kms) by providing travel choices which will contribute towards improving air quality and reducing congestion

In line with the Cycling and Walking Investment Strategy:
- Increase cycling activity
- Reverse the decline in walking activity
- Reduce the rate of cyclists killed or seriously injured
- Increase the percentage of children aged 5 to 10 that usually walk to school

In line with the Stoke-on-Trent and Staffordshire LEP Strategic Economic Plan:
- Provide economic growth in the Core City of Stoke-on-Trent and the Competitive Urban Centres of Newcastle-under-Lyme, Burton upon Trent, Cannock, Tamworth, Lichfield and Stafford

The Strategic Case takes into account:
- What we have achieved so far through previous capital and revenue LSTF
- The strengths of the Stoke-on-Trent and Staffordshire LEP area
- Measured walking and cycling accessibility to areas that have the greatest choice of jobs using Hansen Scores and census data
- The varying economic, social and environmental problems in the Core City and Urban Centres
- Forecast economic growth in the Urban Centres
- Where GD1 and GD3 capital investment will be focused to complement Access Funds
- The County and City Council’s Corporate Policies
- Delivery of the National Workplace Wellbeing Charter

The objectives of the bid will be achieved by delivering a range of initiatives under five main headings to three target audiences within the Core City and Competitive Urban Centres, as detailed in B1: Project Summary and the Economic Appraisal Summary Note. Table 8 shows which initiatives will be available for each target audience, based on lessons learnt from previous LSTF projects.

1. Personalised Travel Advice: bespoke 1 to 1 travel advice mainly for employees and jobseekers but also available to schools and communities
2. Travel Planning: Bespoke travel surveys and information will be available to businesses, schools and communities mainly using Business Travel Networks and Modeshift STARS
3. Wheels to Work: short term transport solutions for people who cannot gain access to a job, apprenticeships or training, including bus passes and ‘loan to own’ cycles/mopeds
4. Getting Safer and Active: Active Steps will focus on individuals with low activity to improve physical/mental health. More able people will be supported through Adult Bikeability.
5. Mentoring and Coaching: recruitment of enthusiastic sustainable travel champions that will become equipped with a range of skills to suit their target audience.
6. Promotional Events and Activities: Events and activities using the Bike Bus will be available to all.

Table 8: Initiatives for each Target Audience

<table>
<thead>
<tr>
<th>Initiatives</th>
<th>Jobseekers</th>
<th>Businesses</th>
<th>Schools and Communities</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Personalised Travel Advice</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>2. Travel Planning</td>
<td>Bespoke travel surveys and information</td>
<td>✔</td>
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</tr>
<tr>
<td></td>
<td>Business Travel Network and Travel Grants</td>
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<td></td>
</tr>
<tr>
<td></td>
<td>Modeshift STARS</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>3. Wheels to Work</td>
<td>✔</td>
<td></td>
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</tr>
</tbody>
</table>
### Impact on Each Target Audience

#### Target Audience 1: Jobseekers:
This encompasses those in intensive work search and those seeking apprenticeships, education and training that will make them more employable and ultimately lead them to a job. We have assumed 3.5% of jobseekers in intensive work search can be helped by this project and, potentially, 1,133 NEET. We expect 3,993 jobseekers to change their travel habits and assume that they currently make no peak hour car journeys. New take-up is forecast to be 2,780 bus users, 247 mopeds, 527 bicycles and 439 walkers.

#### Target Audience 2: Businesses:
Advice will be offered to 210 large / medium businesses (29,500 employees), 1,200 small businesses (9,000 employees) approached through our existing intermediaries and contacts, focusing on the health of the workforce. Out of these we expect 1,900 employees to change their travel habits. Out of the forecast new sustainable transport users, 40% are expected to take-up cycling, 40% walking and 20% bus. This assumes the provision of 38 cycle parking facilities through the Travel Grant scheme.

#### Target Audience 3: Schools and Communities:
Includes parents, students and staff at 72 primary schools in the area (excluding Stoke-on-Trent who are funding school initiatives through Living Streets), engaging with 20,223 children. The focus will be on congested corridors and areas identified with child health problems. The wider community will be reached mainly through parents and health professionals. There is forecast to be 78.8% new walkers, 9.6% new cyclists and 11.6% new scooter users.

### Appraisal Impacts and Assumptions

Three scheme impact pro-formas are provided in Annex 1 to reflect the three target audiences that exhibit very different baseline characteristics. The DfT Active Mode Appraisal Toolkit has also been completed for each target group to provide an indication of the value for money and is included in Annex 2. The Economic Appraisal Summary Note in Annex 3 explains how we have calculated how many individuals are within each of the target audiences and how many can be helped by this project and are likely to transfer to walking, cycling or public transport. All outcomes are summarised and all assumptions are explained in detail within Annex 3. The Economic Appraisal Summary Note also includes Tables 6 and 7 from the Strategic Case that show how the outputs and outcomes link to the objectives of Access Fund and the Cycling and Walking Investment Strategy.

The benefits from encouraging new walkers, cyclists and bus users will be achieved by the end of the funding period. The longer term benefits related to improved health, increased productivity, reduced absenteeisms, reduced congestion and improved air quality will continue to be felt over a longer period. We have therefore applied DfT Webtag standard evaluation 20 year appraisal period to this project. By including the monitoring and coaching initiative, behavioural change that is expected to be established will have a lasting impact. The risks and uncertainties of the initiatives in this bid and how they will be managed are covered in Section B7.

### Benefit to Cost Ratio

A BCR has been calculated for each target audience using the DfT Active Mode Appraisal Toolkit and the results are provided in Table 9. Key economic appraisal assumptions made include:

- 2010 price and value base
- 20 year appraisal period with a decay rate of 10% from 2019 and an annual growth rate of 0.25%
- For each target audience the existing car drivers are targeted therefore the population available to consider changing mode is only the car drivers in the case of adults and car passengers for school children. Work with school children is expected to achieve a 27% reduction in car trips to the school gate. Work with job seekers will increase motorised vehicular trips as for appropriate clients mopeds will be available via wheels to work. Work with large and medium sized businesses will result in an 8% reduction in car trips and work with small businesses will result in a 4% reduction in car trips.
- Scooters will be promoted to the lower age groups within a primary school. In the pro-forma and appraisal spreadsheet scooter users have been classified as cyclists.
- Average length of cycle journeys are 5.94km for job seekers and businesses and 3.9km for school children.
- Average length of walking journeys are 4.5km for job seekers and businesses and 1.15km for school children.
- Average cycle speed for employees is 17.19kph, job seekers 16kph and children 6kph.
- Each new walker, cyclist, scooter, bus user and moped rider has been assumed to make a return journey each day resulting in two trips per day. For job seekers and employees the trips are made for 220 working days per year and school children for 195 school days per year.
- 5% Optimism bias

**Table 9: Analysis of Monetised Costs and Benefits (in £000) by Target Audience**

<table>
<thead>
<tr>
<th>Benefit Type</th>
<th>Jobseekers</th>
<th>Businesses</th>
<th>Schools and Communities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Noise</td>
<td>0</td>
<td>82.55</td>
<td>21.85</td>
</tr>
<tr>
<td>Local Air Quality</td>
<td>0</td>
<td>0</td>
<td>4.50</td>
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<tr>
<td>Greenhouse Gases</td>
<td>0</td>
<td>277.25</td>
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<tr>
<td>Journey Quality</td>
<td>0</td>
<td>24.95</td>
<td>0</td>
</tr>
<tr>
<td>Physical Activity (incl. absenteeism)</td>
<td>13670.40</td>
<td>31354.38</td>
<td>14654.19</td>
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<tr>
<td>Accidents</td>
<td>0</td>
<td>1253.73</td>
<td>338.99</td>
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<td>Decongestion</td>
<td>0</td>
<td>5089.04</td>
<td>1282.04</td>
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<tr>
<td>Indirect taxation</td>
<td>0</td>
<td>-1519.81</td>
<td>-498.58</td>
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<tr>
<td>Private contribution</td>
<td>0</td>
<td>-103.15</td>
<td>-4.49</td>
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<tr>
<td>Prevent Value of Benefits (PVB)</td>
<td>13770.40</td>
<td>36458.94</td>
<td>15884.33</td>
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<td>Present Value of Costs (PVC)</td>
<td>1304.36</td>
<td>1219.83</td>
<td>507.46</td>
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<td>Benefit to Cost Ratio (BCR)</td>
<td>10.48</td>
<td>29.89</td>
<td>31.30</td>
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**B4. The Financial Case – Project Costs**

A local commitment of over 10% is confirmed. There is funding and support from the private sector which further strengthens the evidence that the scheme has a demonstrable link to growth and jobs. See Section A6 for further details.

**Table A: Funding profile (Nominal terms)**

<table>
<thead>
<tr>
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<th>2017/18</th>
<th>2018/19</th>
<th>2019/20</th>
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<tr>
<td>DfT funding sought</td>
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<td>1,000</td>
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<tr>
<td>Local Authority contribution</td>
<td>147</td>
<td>147</td>
<td>131</td>
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<tr>
<td>Third Party contribution including LGF</td>
<td>69</td>
<td>65</td>
<td>67</td>
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<tr>
<td>TOTAL</td>
<td>1,216</td>
<td>1,212</td>
<td>1,198</td>
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</table>

**B4. Management Case - Delivery**

The County and City Council have an excellent track record in delivering the types of initiatives in this package through the expertise gained over our five years of LSTF delivery, including joint working with partners. We have already delivered the £5m ‘Stoking Employment in North Staffordshire’ LSTF project jointly with the City Council, on time, on budget and with impressive outcomes.

We are confident that the initiatives can be delivered in the timescale as there are no major risks involved, for example land acquisition and complicated procurement processes. All of the initiatives have been tested within Staffordshire and Stoke-on-Trent and none are at the development stage. We will complete job descriptions, based on previous LSTF roles and carry out initial planning before the Access Funds are secured to ensure that we are ready to start delivery in April 2017. This will include the confirmation of a framework of cycling providers by January 2017.

We already have the delivery structures and processes in place from previous projects to enable us to deliver effectively and efficiently. We are confident that all the key dependencies in Table 10 are in place and can be managed, with any potential risks identified in the Risk Register in Annex 6. The total resource requirement for each output is provided in Table 11.
### Table 10: Key Dependencies

<table>
<thead>
<tr>
<th>Output</th>
<th>Key Dependencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personalised Travel Advice</td>
<td>Appointment of travel advisors, skilled and enthusiastic staff, commitment of businesses, jobcentres, training and education providers</td>
</tr>
<tr>
<td>Travel Planning</td>
<td>Appointment of travel advisors, skilled and enthusiastic staff, completion of travel surveys, approval of grants</td>
</tr>
<tr>
<td>Wheels to Work</td>
<td>Appointment of travel advisors, skilled and enthusiastic staff, interest of jobseekers and commitment of jobcentre staff</td>
</tr>
<tr>
<td>Getting Safer and Active</td>
<td>Appointment of travel advisors, instructors and other skilled and enthusiastic staff, Sustrans commitment, interest of target audience, successful advertising</td>
</tr>
<tr>
<td>Mentoring and Coaching</td>
<td>Appointment of travel advisors, enthusiasm of the target audience to become champions</td>
</tr>
<tr>
<td>Promotional Events and Activities</td>
<td>Skilled and enthusiastic staff and successful advertising and media coverage of events and activities</td>
</tr>
</tbody>
</table>

### Table 11: Total Resource Requirements for each Output (DfT and Local contribution)

<table>
<thead>
<tr>
<th>Initiative/Target Audience</th>
<th>Total Resource Requirement (£000s)</th>
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<tbody>
<tr>
<td>Personalised Travel Advice</td>
<td>702</td>
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<tr>
<td>Travel Planning</td>
<td>752</td>
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<tr>
<td>Wheels to Work</td>
<td>390</td>
</tr>
<tr>
<td>Getting Safer and Active</td>
<td>700</td>
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<tr>
<td>Mentoring and Coaching</td>
<td>697</td>
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<tr>
<td>Promotional Events and Activities</td>
<td>385</td>
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<tr>
<td>Jobseekers</td>
<td>1,372</td>
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<tr>
<td>Businesses</td>
<td>1,549</td>
</tr>
<tr>
<td>Schools and Communities</td>
<td>705</td>
</tr>
</tbody>
</table>

The delivery programme is provided in Annex 4 giving timescales for delivering initiatives to each target audience within the Core City and each Urban Centre. Delivery takes into account the profile of the audiences identified in the Strategic Case in Table 5 and work that has already been completed in previous LSTF projects. The programme includes intensive engagement, including personalised travel advice, events, mentoring and coaching delivered to each audience. Periods of light engagement involve preparation, continuity and promotional engagement that will take place in all areas for all audiences throughout the project timescales.

There is flexibility in the programme to deal with contingencies and unforeseen events and if one initiative needs to be delayed, another initiative can be bought forward, with staff time re-allocated as appropriate. However delivering the overall programme will rely on achieving the following Critical Milestones:
- Setting up the Strategic Board, Project Board and Working Groups
- Appointment of Travel Plan advisors and activity organisers
- Agreement of Communications Plan
- Agreement and publicity of events and activity timetables
- Confirmation of roles and responsibilities of business intermediaries
- Confirmation of timetable of targeting large, medium and small businesses
- Confirmation of timetable for targeting jobcentres and training and education providers
- Confirmation of timetable of school support
- Approval of Travel Grants
- Organisation of Business Travel Networks
- Collection of survey data at the beginning and end of every initiative
- Purchase of equipment and wheels to work travel solutions
- Co-ordination of work being completed by Departments within the County and City Councils

Evaluation will be an essential part of the process to measure its success and therefore it will be considered and built into the planning of all initiatives from the earliest stages.

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**B5. Management Case – Statutory Powers and Consents**

No statutory procedures or land acquisition is required.

**B6. Management Case – Governance**
Governance for the project is summarised in the organogram in Annex 5 and follows the arrangements that have been put in place for previous LSTF schemes. The Strategic Board will have overall financial accountability, ensuring that schemes are delivered within budget, timescales and risks minimised. Key partners will be invited to the Strategic Board to ensure that their knowledge and expertise are drawn upon and that they are fully involved in the decision making process. The aim of the Project Board will be to oversee the outputs and outcomes of the three Working Groups set up for each Target Audience. The Working Groups will be open to all relevant partners, representatives and travel champions. They will plan and develop work programmes, manage staff and carry out monthly financial reviews to be reported to the Project Board and Strategic Board. This process has worked well with all other LSTF projects. The partners that have committed staff resources as a local contribution will be involved in the governance of the project.

Clive Thomson, Commissioner for Transport and Sustainability at Staffordshire County Council will have overall responsibility for delivery within budget and timescales, actively managing risks, seeking Councillor approval when appropriate and managing the resources to deliver the project. The responsible officer at Stoke-on-Trent City will be Barry Brockbank, Assistant Director, Operations Division.

B7. Management Case - Risk Management

Risk Management Strategy

The County and City Councils are committed to delivering the schemes and initiatives within this bid and the County Council is prepared to take on any risks associated with delivery. The risks will be owned and managed in line with the County Council’s Corporate Risk Management Policy. A range of measures will be adopted to mitigate risk, for example, working closely with relevant partners and, if necessary, redirecting resources to schemes within this bid. Risks that may have the greatest impact on delivery will be closely monitored and managed. Risk will also be managed by maintaining a comprehensive record of costs and benchmarking this programme with previous LSTF programmes to maintain control of costs and maximise value for money.

The Risk Register provided in Annex 6 identifies 13 risks with three having a ‘medium’ risk rating. The mitigation measures are identified that will be put in place to manage the risks identified and to ensure successful delivery. A number of risks have been identified as a result of lessons learnt from delivering previous LSTF projects. The Risk Register will be maintained and reviewed regularly throughout the project and revised as necessary. This will ensure that appropriate mitigation measures are taken and any new or previously unforeseen risks are identified.

B8. Management Case - Stakeholder Management

The County and City Councils will ensure that key stakeholders are involved in managing the project and are fully engaged at all stages of the process. This will ensure that initiatives are tailored to their specific needs. This is shown in the Organogram in Annex 5. Early consultation has already taken place with partners listed in Table 2 and this will continue throughout the delivery of the project. Councillor involvement will also be essential.

All partners share the same commitment to growing Stoke-on-Trent and Staffordshire in line with the LEP's objectives. Delivery of this bid will create the valuable opportunity to draw on the knowledge and expertise from the very wide spectrum of partners and additional resources required in staff time to deliver this bid. This creates the potential to make this project very successful. Ensuring that we focus on mentoring and coaching travel champions will also guarantee the longer term success of the project.

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

B9. The Commercial Case
The relationship with subcontractors and delivery partners has already been established in order to avoid lengthy procurement processes. We will therefore be able to mobilise and begin to deliver at the start of the funding period.

The bid will be managed and delivered by staff employed by the County and City Councils and existing partners. The viability of delivering the initiatives is evident from the track record on delivering our previous LSTF projects and the lessons that we have learnt through that process. Delivery of initiatives within timescale and budget will be ensured through:

- The recruitment of new Travel Advisors through a competitive interview process
- Our established partnership with Sustrans who are committed to managing Active Steps
- Awarding Travel Grants on the basis that once the goods / services are procured by the business and invoices can be provided as evidence, the grant funds will be released by the County Council.
- The use of the County Council's already agreed supplier for any publicity material and the loan of bikes and mopeds.
- Choosing additional staff required to man the Bike Bus and led cycle rides from a list of potential providers that are already lined up and ready to be approached.
- Strong partnerships already established with District/Borough Councils
- Potential new schemes within the highway that are identified through engagement with target audiences will be delivered using the County Council's infrastructure + partnership by Amey or the City Council's NEC3 Highways Minor Works Framework Contract.

SECTION C – Monitoring, Evaluation and Benefits Realisation

C1. Monitoring and Evaluation

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, where appropriate, evaluation of outcomes.

☑ Yes ☐ No

The County and City Councils will support the Department with a programme-level evaluation. Both authorities have been thorough on the monitoring of their previous LSTF projects which has helped to inform this bid. A monitoring and evaluation plan will be put in place, before and after monitoring data will be collected and a monitoring report will be produced and published to identify the following to help inform future programmes:

- Annual assessment of DfT GPS Trafficmaster Data
- Overall changes in the level of walking and cycling through counts and targeted surveys
- Behavioural change recorded for the target audiences
- Monitoring of health statistics by Health and Care
- Monitoring of employment statistics
- Ongoing monitoring of local air quality in Air Quality Management Areas
- Annual assessment of accident data
- Customer experience and feedback
- A measure of the level of engagement through:
  - Number participating in community events
  - Numbers receiving training in cycle use and maintenance
  - Number of Wheels to Work and Active Steps referrals
  - Number of employees reached and tangible measures implemented
**SECTION D - Declarations**

<table>
<thead>
<tr>
<th>D1. Senior Responsible Owner Declaration</th>
</tr>
</thead>
<tbody>
<tr>
<td>As Senior Responsible Owner for Access to Health and Prosperity I hereby submit this request for approval to DfT on behalf of Staffordshire County Council and confirm that I have the necessary authority to do so.</td>
</tr>
<tr>
<td>I confirm that Staffordshire County Council will have all the necessary statutory powers in place to ensure the planned timescales in the application can be realised.</td>
</tr>
<tr>
<td>Name: C. J. Thomsen</td>
</tr>
<tr>
<td>Position: Commissioner for Transport &amp; Connected Community</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>D2. Section 151 Officer Declaration</th>
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</thead>
<tbody>
<tr>
<td>As Section 151 Officer for Staffordshire County Council I declare that the scheme cost estimates quoted in this bid are accurate to the best of my knowledge and that Staffordshire County Council</td>
</tr>
<tr>
<td>- has allocated sufficient budget to deliver this scheme on the basis of its proposed funding contribution;</td>
</tr>
<tr>
<td>- 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;</td>
</tr>
<tr>
<td>- accepts responsibility for meeting any ongoing revenue and capital requirements in relation to the scheme;</td>
</tr>
<tr>
<td>- 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 2019/20;</td>
</tr>
<tr>
<td>- 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.</td>
</tr>
<tr>
<td>Name: ANDREW BURNS</td>
</tr>
<tr>
<td>Position: Director of Finance &amp; Resources</td>
</tr>
</tbody>
</table>

*This is only required from the lead authority in joint bids*
Annex 1: Scheme Impact Pro-formas

Annex 2: DfT Active Mode Appraisal Toolkit

Annex 3: Economic Appraisal Summary Note

Annex 4: Project Programme

Annex 5: Governance Organogram

Annex 6: Risk Register

Annex 7: Letters of Support
Annex 4: Project Programmes

<table>
<thead>
<tr>
<th>Project Programme</th>
<th>2017/18</th>
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<th></th>
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</table>

**Intensive engagement**
This will include personalised travel planning, advice, events, programmes, mentoring and coaching delivered by travel advisors to each audience.

**Light engagement**
Preparation, continuity and promotional engagement will take place in all areas for all audiences throughout the project timescales.
Annex 5: Governance Organogram

Political Steer
- County Council Cabinet Member for Highways and Transport
- City Council Cabinet Member for Regeneration, Transport and Heritage

Senior Management Steer
- County Council Commissioner for Transport and Sustainability
- City Council Assistant Director of Operational Management

Strategic Board
- Access Fund Project Manager
- Local Enterprise Partnership (LEP)
- County Council
- City Council
- Borough / District Commissioning Lead
- Department for Work and Pensions (DWP)
- Staffordshire Providers Association
- Chamber of Commerce
- Federation of Small Businesses (FSB)

Project Board
- Access Fund Project Manager
- Jobseeker Lead
- Business Lead
- Schools and Community Lead

Jobseeker Working Group
- Lead Jobseeker Travel Advisor
- Recruited Travel Champions
- Representatives from Job Centres and Training Providers
- Sustrans
- Local Authority Officers *

Business Working Group
- Lead Business Travel Advisor
- Recruited Travel Champions
- Representatives from Businesses (Chamber of Commerce, FSB, Business Improvement District (BID), Growth Hub, Chairs of Business Travel Network)
- Sustrans
- Local Authority Officers *

Schools & Communities Working Group
- Lead Schools and Communities Travel Advisor
- Recruited Travel Champions
- Representatives from Schools
- Cycling UK
- Sustrans
- Local Authority Officers *

* Local Authority Officers will represent Health and Care, Sustainable Travel, Sports Across Staffordshire & Stoke-on-Trent (SASSOT) and Borough Councils
Annex 6: Risk Register

<table>
<thead>
<tr>
<th>No.</th>
<th>Risks</th>
<th>Probability (H/M/L)</th>
<th>Impact (H/M/L)</th>
<th>Overall Risk Rating</th>
<th>Mitigating Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Slow start to project due to need to mobilise staff resources</td>
<td>Low</td>
<td>Low</td>
<td>Low</td>
<td>Delivery partners are fully informed and have been used on previous projects. County and City Council staff resources are already in place. Initial planning and preparation of job descriptions will take place before funding is secured.</td>
</tr>
<tr>
<td>2</td>
<td>Difficulties maintaining partner support</td>
<td>Low</td>
<td>Medium</td>
<td>Low</td>
<td>Key delivery partners will be provided with regular updates and they will be invited to attend meetings as appropriate to ensure that they are fully engaged in achieving the objectives of the project.</td>
</tr>
<tr>
<td>3</td>
<td>Lack of community engagement and enthusiasm</td>
<td>Low</td>
<td>Medium</td>
<td>Low</td>
<td>County Council communication channels will be used to update the community on progress. We will focus more resources on working with the more enthusiastic businesses, training and education providers and community groups.</td>
</tr>
<tr>
<td>4</td>
<td>Low uptake of Wheels to Work Project</td>
<td>Low</td>
<td>Medium</td>
<td>Low</td>
<td>The County Council is experienced is running Wheels to Work and is an active member of the National Wheels to Work Association. We are confident that with our experience and additional resources and extended coverage, the scheme will be a success.</td>
</tr>
<tr>
<td>5</td>
<td>Problems with activity booking systems</td>
<td>Low</td>
<td>Medium</td>
<td>Low</td>
<td>This was identified as an issue in previous LSTF client feedback. The booking system will therefore be enhanced with better promotion and management specified from the outset of the project.</td>
</tr>
<tr>
<td>6</td>
<td>Under/over subscription of courses and training</td>
<td>Medium</td>
<td>Low</td>
<td>Low</td>
<td>Ensure promotion and marketing is in line with number of available spaces in areas targeted. Manage Travel Advisors to ensure expectations are achieved.</td>
</tr>
<tr>
<td>7</td>
<td>Bike Bus/equipment has major technical fault</td>
<td>Low</td>
<td>Medium</td>
<td>Low</td>
<td>Ensure Bike Bus has regular service/MOT/Insurance and equipment is regularly maintained. Reduced activities and events could still take place without the Bike Bus but would need to take a different format.</td>
</tr>
<tr>
<td>8</td>
<td>Major incident with adult/child on bikeability and active travel training</td>
<td>Low</td>
<td>High</td>
<td>Medium</td>
<td>Health and Safety procedures are in place and are always followed. Risk Assessments are undertaken for all activities.</td>
</tr>
<tr>
<td>9</td>
<td>Staffing issues that reduce quality of courses and training</td>
<td>Low</td>
<td>Medium</td>
<td>Medium</td>
<td>Employing the right staff will be essential. Induction and CPD will be provided for all staff with team leader roles identified to support, plan and report on all activities, needs and issues.</td>
</tr>
<tr>
<td>No.</td>
<td>Risk Description</td>
<td>Likelihood</td>
<td>Impact</td>
<td>Exposure</td>
<td>Description</td>
</tr>
<tr>
<td>-----</td>
<td>--------------------------------------------------------------------------------</td>
<td>------------</td>
<td>--------</td>
<td>----------</td>
<td>--------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>10</td>
<td>Slippage of Travel Grant capital schemes</td>
<td>Medium</td>
<td>Low</td>
<td>Low</td>
<td>Travel Grants will only be awarded to businesses on the provision of an invoice. Full consultations will be completed on any schemes proposed within the highway to limit required changes to detailed designs.</td>
</tr>
<tr>
<td></td>
<td><strong>Financial</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Possible scheme cost overrun or higher than expected costs</td>
<td>Low</td>
<td>Low</td>
<td>Low</td>
<td>Scheme costs will be managed and benchmarked against similar schemes. If necessary, additional costs will be met locally. The scale of initiatives may be prioritised to the most effective areas.</td>
</tr>
<tr>
<td>12</td>
<td>Monthly spending does not accord with projected spend</td>
<td>Medium</td>
<td>Low</td>
<td>Medium</td>
<td>Detailed cost profiling has been completed to ensure that projected spend is deliverable, although there is flexibility in programme delivery.</td>
</tr>
<tr>
<td>13</td>
<td>Lower level of local contributions from third party</td>
<td>Low</td>
<td>Low</td>
<td>Low</td>
<td>All local contributions are committed. If necessary, the County Council will make up any staffing shortfalls if, in the unlikely event, staff employed by partners is not as forthcoming as expected.</td>
</tr>
</tbody>
</table>
Annex 7: Letters of Support
31st August 2016

Clive Thomson
Commissioner for Transport and the Connected County
STAFFORDSHIRE COUNTY COUNCIL
Wedgwood Buildings, Tipping Street,
Stafford, ST16 2DH

Dear Clive,

STAFFORDSHIRE COUNTY COUNCIL AND STOKE-ON-TRENT CITY COUNCIL’S JOINT ACCESS FUND BID

I am writing in support of the joint bid submitted by Staffordshire County Council and Stoke-on-Trent City Council to the Access Fund for Sustainable Travel.

The Access Fund package will be delivered as an integral part of the Local Sustainable Transport Package of capital projects being supported through our Growth Deal 1 allocation and our £5m for further funding from Growth Deal 3. Growth Deal 3 schemes will include improved walking and cycling connectivity to and within town centres, access to rail stations, enhanced bus information and facilities and the management of traffic on congested routes.

The Strategic Economic Plan sets out the importance of the development of the city of Stoke-on-Trent and our competitive urban centres including Stafford, Burton, Cannock, Lichfield, Tamworth and Newcastle-under-Lyme. They represent critical hubs for sustainable economic growth. Business and housing growth in and around these centres will underpin our economic progress. By creating and promoting more and better travel choices between local communities, jobs, services and training, travel barriers will be overcome and the area will grow in a more sustainable manner with local communities becoming healthier by being more active.

The Access Fund bid will also help deliver the LEP’s priority of ensuring that we have a skilled workforce by improving access to provision and employment. If we are to deliver socially inclusive and sustainable economic growth, residents across our area must be able to readily access jobs, learning and training opportunities.

Yours sincerely

David Frost CBE DL
Chairman
Stoke-on-Trent & Staffordshire Local Enterprise Partnership

1st Floor, Broad Eye Building, Earl Street, Stafford, ST16 2QR
Annabel Chell
Senior Strategy Officer
Transport and the Connected County
Staffordshire County Council
No 1 Staffordshire Place
Stafford
ST16 2LP

Dear Annabel

RE: Access Fund for Sustainable Travel – Joint Bid

I write in support of the proposal for the Access Fund for Sustainable Travel project, and am delighted that Stoke-on-Trent City Council and Staffordshire County Council have the opportunity to work jointly in the proposed initiative.

Having considered the proposed package of measures, I am confident that they will boost walking and cycling levels significantly and will support our long-term commitment to promoting walking and cycling, supporting the local economy, tackling congestion and reducing carbon emissions.

We are aware of the need to increase the modal share of walking and cycling for local trips, both as a means to assist with tackling the economic impact of traffic congestion and to deliver wider health and environmental benefits.

I also confirm our commitment to provide match funding for this programme. The authority is already committed to developing an improved local landscape to encourage walking and cycling and we are keen to align future schemes to initiatives delivered through the Access Fund programme.

Specifically, we will allocate a minimum of £80,000 of capital funding through our Local Transport Plan Capital Programme (Integrated Transport Block) to deliver schemes which will form part of the overall Access Fund delivery programme. In addition, we offer a minimum of £20,000 of staff time to deliver the programme over the three year period.

We also plan to seek funding through the Local Enterprise Partnership’s Local Growth Deal to deliver a number of other schemes which will complement the Access Fund programme.

This will complement the many sustainable travel schemes we already deliver, including a Safe Routes to School programme, which helps address barriers to walking and cycling to school, and our Travel Plan Grants fund which offers financial assistance to organisations.

Please tell us if you need this letter in an alternative format.

council:
minicom: 01782 23 6037 telephone 01782 23 4234
text: 07786 200 700 email: Enquiries@stoke.gov.uk

stoke.gov.uk
who engage with us on delivering active travel benefits. This supporting funding would be available throughout the delivery period 2017-2020.

We look forward to delivering this excellent project in partnership with Staffordshire County Council, our Local Enterprise Partnership, Public Health colleagues and the local business and education community.

Yours sincerely

[Signature]

Barry Brockbank
Assistant Director, Operations Division
Barry.broackbank@stoke.gov.uk
Telephone 01782 236648

Please tell us if you need this letter in an alternative format

contacting the council:
minicom: 01782 23 6037 telephone 01782 23 4234
text: 07786 200 700 email: Enquiries@stoke.gov.uk

stoke.gov.uk
8 September 2016

Annabel Chell
Senior Strategy Officer
Transport and the Connected County
Staffordshire County Council
No 1 Staffordshire Place
Stafford ST16 2LP

Dear Annabel

SUSTAINABLE TRANSPORT ACCESS FUND

I confirm the support of the Staffordshire Chambers of Commerce for your bid to the Sustainable Transport Access Fund.

Such a programme of initiatives would align with the Chamber’s aims and activities to promote local economic growth, support access to new employment opportunities and training, and to improve the health and wellbeing of the workforce.

Our previous involvement in the LSTF initiatives has highlighted to us the increasing need to support employers and employees in choosing healthy and sustainable transport options. Previous LSTF funding has had a hugely beneficial impact on the local economy.

There are around 1,500 members of the Staffordshire Chambers and our business advisers work with many thousands of additional firms across Stoke-on-Trent and Staffordshire. The Chamber will help you to promote the initiative to our business contacts through our business magazine, e-newsletters and events.

Through our Fit for Work service and Workplace Health and Wellbeing Charter, our team of business advisers will highlight the initiatives to existing and new businesses engaged in the project.

There will also be many opportunities through our extensive annual programme of events to engage businesses in the new bid initiatives.

We estimate our contribution in kind to equate to 1 day a month for 3 years, equating to approximately £2,400 per year and £7,200 for the 3 years.

Yours sincerely

Jane Gratton
Deputy Chief Executive
5th September 2016

Dear Annabel

RE: Access Fund for Sustainable Travel – Staffordshire and Stoke-on-Trent

Thank you for including us in your proposals for the planned active travel programme for which you are seeking funding from the government’s Access Fund. This programme will supplement previous and existing schemes and initiatives aimed at increasing the health and opportunities for local people by enabling them to walk and cycle safely and confidently.

We feel this is an excellent programme which will play a part in our joint efforts to improve the health of local people. We are of course very keen to work closely with you on any initiative which helps to tackle inactivity issues in Staffordshire, with the consequent limitations this often has on people’s ability to get to vital services and facilities, and also on their overall quality of life. From a financial perspective, any investment in this sort of pro-active programme of intervention has the ability to save far greater amounts through reduced need for later medical intervention. We are keen to facilitate the right conditions for communities to witness improvements in their physical health, mental health and wellbeing.

From an employer’s perspective, through the excellent partnership working we enjoyed through the Local Sustainable Transport Fund programme we have already seen the benefits to our staff of providing the tools which enable them to travel more actively, and we wish to continue to work with you to build on these very strong foundations. Through the continuation of the Dr Bike Scheme, staff bike loans, bus pass discounts and incentives as well as improved cycle parking facilities, plus our Cycle to work scheme alongside the introduction of parking restrictions and charges, we feel well placed to enable more staff and visitors to travel to and from our site without the need for a car. We recognise our place in the local community and are committed to make a positive contribution through the reduction in car usage to access the site.

In conclusion, as a large acute NHS Trust health based organisation which is also a major employer locally with significant visitor numbers each year, we would very much be supportive of your bid and would wish to work closely with you to deliver the programme.

Yours sincerely

Michelle Harris
Sustainability Manager, Estates, Facilities and PFI Division
Dear Annabel,

Access Fund for Sustainable Travel 2017 - 2020

Atkins fully recognises the importance of the Access Fund for Sustainable Travel to the local economy of Staffordshire and Stoke-on-Trent and is delighted to provide this letter of support. Atkins has a long standing relationship in supporting Staffordshire’s local transport delivery through our partnership Consultancy agreement and we are pleased to have supported Staffordshire in the delivery and evaluation of their LSTF programme, INTO Stafford and INTO Tamworth. We are delighted to have seen the evidence of a significant and targeted capital investment made by Staffordshire County Council in complementary sustainable transport, including the Two Waters Way pedestrian and cycle link and digital connectivity through Public Transport Real Time Information.

Our LSTF evaluation data identifies INTO’s range of positive impacts on the local economy, the business community and the levels of participation in active travel modes. Key headlines include:

- A Business Travel Network in Stafford, with 23 participating businesses to collaborate in delivering travel behavioural change for their employees and visitors;
- £44,500 of INTO Stafford funding invested into targeted business travel grants, matched by financial contributions and time and resources match commitments by businesses;
- 1,700 adults receiving Personalised Travel Planning in their workplace in Stafford;
- Close and effective working with all 26 schools in Stafford, with intensive active travel training (427 children trained to ride a scooter, 484 trained to Bikeability Level 1 and 357 participating in the learn to ride scheme)

The Travel Support to Business and Training Providers element of the INTO programme has made a positive impact upon the local economy and business retention and growth, with a common opinion in the business community that “INTO has been instrumental in raising awareness of sustainable travel and providing our business with the ‘tools’ required and giving the push to encourage change”.

8th August 2016
Atkins highly endorses the 'golden thread' running through the collaborative Staffordshire-Stoke Access Fund for Sustainable Travel bid which is to create opportunity and a more level playing field for employment, training and education across the Stoke and Staffordshire LEP area. Atkins is enthusiastic about supporting travel mentoring and coaching to employers and residents seeking employment, training and education opportunities, as key elements of Staffordshire-Stoke’s Access Fund.

We look forward to working with you collaboratively and wish you every success with your bid.

Yours Sincerely,

R. A Evans

Rachel Evans
Sustainable Transport Business Manager
Atkins Limited
The Axis, 10 Holliday Street, Birmingham, B1 1TF
Midland Shires District Office
Stafford Jobcentre
Post Handling Site B
Wolverhampton
WV99 1YS
01785 821065
Phil Higginson
District Manager
Phil.higginson@dwp.gsi.gov.uk
www.gov.uk

02 September 2016

Dear Joanne,

I am writing in support of the bid being submitted by Staffordshire County Council and Stoke-on-Trent City Council to the Access Fund for Sustainable Travel. I can confirm that local Jobcentre Plus offices support the objectives of the bid and are committed to helping to deliver the projected outcomes for job seekers.

This project will build upon the success of Wheels to Work in Staffordshire over a number of years and Home to Work project in Stoke-on-Trent. The travel requirements of job seekers are well supported by Jobcentre Plus when attending interviews and training however it can be difficult initially for clients to afford travel to employment once they have secured a position.

The objectives of the bid align well with those of the Department for Work and Pension in relation to job seekers. We look forward to working with Staffordshire County Council and Stoke-on-Trent City Council to provide tailored travel advice and solutions in order for clients to gain employment and support growth of the local economy.

The DWP is willing to make an 'in kind' contribution of approximately £32,000 over the life of the project in relation to the training of our Work Coaches. e.g. 2 members of staff to be trained in each of our 8 Jobcentres within the study area per year for the 3 year project. In terms of staff time we will therefore have contributed 48 days of in total (2 x 8 x 3). Assuming an average of £667 per day per member of staff, this could equate to £32,000 (48 x £667).

Yours sincerely,

Phil Higginson
Midland Shires District Manager
To whom it may concern,

Re Sustainable Transport Access Fund

Staffordshire Providers Association is a partnership of over 40 skills and employment providers based in or providing services to communities in Staffordshire. Our aim is to raise the quality and availability of services so everyone in the area can fulfil their potential. SPA has a strong partnership relationship with Staffordshire County Council who have been a member of and supporter re the SPA agenda for a number of years.

We are very pleased to confirm our support for the bid made by the Council with respect to securing resources through the Sustainable Transport Access Fund. We recognise the value of a sustainable transport infrastructure in respect of environmental impact and the benefits of increased levels of physical activity through walking and cycling.

In particular, we are committed to support the project’s priority with respect to increasing employability and to improve skills, work readiness and support for employment to allow all people to participate in the workforce, through access to advice and support re sustainable transport options, given the barriers often faced by local people to access opportunities.

We look forward to working with the Local Authority and other partners to maximise the impact of this programme if as we hope that the contract is awarded to Staffordshire.

Yours sincerely

Tim Edwards
Chair Staffordshire Providers Association
Dear Joanne

SUSTAINABLE ACCESS FUND – FEDERATION OF SMALL BUSINESSES LETTER OF SUPPORT

Thank you for providing the Federation of Small Businesses (FSB) with the proposed bid for a three year programme of sustainable travel initiatives. The FSB is happy to support this joint initiative with Staffordshire County Council and Stoke on Trent City Council which will grow the local economy and improve the health of the local workforce.

We understand that the fund will support access to new and existing employment, education and training opportunities and will actively promote increased levels of physical activity through walking and cycling. Improving the physical fitness of participating members of the workforce will lead to reduced absenteeism and increased productivity at work. For small businesses in particular, travel planning should also help with the recruitment and retention of staff. Travel difficulties often present a major barrier to small businesses employing young people. Therefore, any initiatives which help to remove these barriers will be of great assistance to our members and other small businesses across the area and will help to marry up the excellent opportunities within small businesses for those leaving education.

The FSB has around 3,200 members in the study area and will be able to help promote the initiative to our business contacts through our e-newsletters and events. There will also be many opportunities through our extensive annual programme of networking events to engage businesses in the new bid initiatives.

This project will be a welcome addition to the excellent suite of business support packages provided for small businesses in Staffordshire and I look forward to working with you.

Yours sincerely

Karen Woolley

Karen Woolley LL.B (Hons)
Development Manager, Staffordshire and West Midlands
12th August 2016

Stoke on Trent & Staffordshire Growth Hub
Place 1
Tipping Street
Stafford
ST16 2DH

Annabel Chell
Senior Strategy Officer
Transport and the Connected County
Staffordshire County Council
1 Staffordshire Place
Stafford
ST16 2LP

Dear Annabel

Thank you for approaching the Stoke on Trent & Staffordshire Growth Hub to discuss the proposed bid for a three year programme of sustainable travel initiatives. The Growth Hub is happy to support this joint initiative with Stoke on Trent City Council which will support the local economy and improve the health of the local workforce.

The Growth Hub has a database of over 3,200 Staffordshire businesses which have received support since April 2014 and relationships are maintained with these businesses via the Growth Hub Advisors and the Staffordshire Business Helpline. The Growth Hub can help to promote the sustainable travel initiatives via existing communications methods which include e-shots, business support clinics and promotional events. As the Growth Hub works across the entire County of Staffordshire, we support businesses from all geographical areas and the Customer Relationship Management system enables us to target specific geographical areas with information if that is required. We can also target specific sectors if there are areas you would specifically like to improve engagement with.

This project will be a welcome addition to the business support provided in Staffordshire and I look forward to working with you.

Nicola Kent
Business Support Team Leader
Staffordshire County Council
Staffordshire Place 1
Tipping Street
Stafford
ST16 2LP

Tel: 01785 276342
Mob: 07583 160700
www.staffordshire.gov.uk
Dear Annabel

Staffordshire Health & Care supports the Staffordshire County Council bid to the Local Access Fund

I believe tackling employee health in and through workplaces is a key area in improving population health. Therefore workplace health has been identified as a key workstream for the recently restructured Health & Care team. The approach the team will undertake is currently in development; however a key element of this work will be introducing and embedding the Workplace Wellbeing Charter across Staffordshire. To this end we will be investing resources to the value of around £20k into delivering outcomes around workplace health. The organisation also views this as an important area of work and the project will be monitored through a key performance indicator in the council’s Business Plan.

I believe it is only by implementing and embedding initiatives that are sustainable and scalable that we will achieve the increases in physical activity that are needed to improve health and wellbeing at a population level. Enabling active travel to and from the workplaces is a crucial aspect in achieving these increases.

On reviewing the main aspects of the Local Access Fund bid there are many synergies between our areas of work and therefore I, along with other members of the Senior Leadership Team, will be encouraging a close working relationship between the Health & Care and Connected County teams to deliver what are important outcomes for Staffordshire.

Yours sincerely,

Dr Richard Harling
Director for Health & Care
23 August 2016

Dear Louise,

Re: Staffordshire County Council and Stoke – on – Trent City Council Application for Department of Transport Sustainable Transport Access Fund

Thank you for providing me with details of the above proposal. I am pleased to confirm Sport Across Staffordshire and Stoke-on-Trent's strong support for Staffordshire County Council and Stoke – on – Trent City Council Application for Department of Transport Sustainable Transport Access Fund

Sport Across Staffordshire and Stoke-on-Trent's vision is to facilitate 'Increasingly active, healthy and successful communities'. The most recent participation figures from Sport England’s Active People survey show that 28% of people across our area currently do not do any physical activity at all, which has significant implications for their health and wellbeing and for the future financial burden on the NHS. However, we also know that 54% of our population would like to get more active, they just don’t necessarily know where to start.

Sport England’s Market Segmentation Toolkit evidences that the top 6 dominant segments in Staffordshire and Stoke – on – Trent are Ben, Jamie, Chloe, Leanne, Helena and Tim. All of these segments state ‘cycling’ as one of their top five activities that they would like to do more of, this equates to 26,093 people across our area.

Sport England’s Active People Survey 9 also shows that total latent demand for cycling in Staffordshire is 7% which equates to approximately 59,648 people and the Sustainable Transport Access proposal presents a real opportunity to encourage more local people to build physical activity through cycling and walking into their daily lives.

Sport Across Staffordshire and Stoke – on – Trent works closely with Sport England and The objectives set for the programme link strongly to Sport England's new “Towards and Active Nation” Strategy which we will support the delivery of over the next 5 years.

A number of our programmes, including the Workplace Challenge, Primary School PE and Sport Premium and Secondary School Satellite Clubs have the potential to provide innovative avenues to support the delivery of the Staffordshire and Stoke – on – Trent Sustainable Transport Access Fund initiative and to engage and sustain people in physical activity so that they can reap the physical, mental and social benefits that increased cycling and walking activity can bring.

For the above reasons Sport Across Staffordshire and Stoke – on – Trent warmly welcomes the opportunity to work with you and partners in the development and delivery of the project should the application be successful.
Yours sincerely,

Mark Thorneill
Partnership Director
Tel: 01785 619896
Email: mthorneill@staffordbc.gov.uk
Dear Annabel,

**Stoke-on-Trent and Staffordshire Access Fund Bid 2016**

I am writing in support of the Stoke-on-Trent and Staffordshire bid for funding through the Access Fund for sustainable travel.

Sustrans has been working with both Stoke-on-Trent and Staffordshire County Council for a number of years through programmes such as LSTF and is keen to actively participate in and support this project, seeing the benefits for our target beneficiary groups.

The planned programme will aim to enable the delivery of practical support on the ground to grow the economy by boosting levels of cycling and walking, and by improving access to jobs, skills, training and education. We believe that the work promoted in the bid will also provide a greater equality of opportunity, as well as better safety, security and health outcomes. It will also continue to have a positive impact on carbon emissions and support the wider investment being made in transport infrastructure for better national connectivity. Sustrans considers that this proposal will support planned investment in the proposed area, and as part of this programme we will be offering volunteer support and coordination in the area at a cost of £1000 per year.

Promoting sustainable transport has a significant role to play in improving the economy and the proposed initiatives will facilitate access to employment and education opportunities by active and sustainable means of travel. Sustrans looks forward to working with Stoke-on-Trent and Staffordshire County Council to develop these proposals further and is happy to provide general support and technical input as required.

Yours sincerely,

Gavin Passmore
Partnerships Manager, Sustrans (Midlands and East)
31 August 2016

Dear Annabel

**Joint bid by Staffordshire and Stoke on Trent councils to the Access fund.**

I am very pleased to support the joint bid by Staffordshire and Stoke on Trent councils to the Access fund.

As a result of the efforts of both councils there are now many miles of well surfaced traffic free greenway cycle routes in North Staffordshire including the improvement of all the local canal towpaths and former rail lines. These routes provide one important element of Cycling UK’s “Share the space” vision for a comprehensive urban network of safe direct cycle routes to main destinations.

Staffordshire and Stoke on Trent councils both have an excellent record in promoting cycling via comprehensive and regularly updated cycle maps, cycle training for children and using available funding, such as LSTF, to provide support to local employers and higher education to help employees and students to cycle commute.

A successful bid to the Access Fund will help them to continue with these valuable initiatives to support and promote cycling.

Separately from my role as North Staffordshire local representative for Cycling UK I also volunteer for Sustrans. As a Sustrans volunteer I have helped organise local short “easy” rides for the public for several years. This has the aim of promoting awareness of the extensive local traffic free greenway cycle network and also to provide a fun and relaxing cycling experience to encourage people to consider cycling more often. For the last few years I have helped organise between 6 and 9 rides a year and will increase this to 12 rides a year to support a successful access fund bid.

Yours sincerely

Mike Barr

Cycling UK local representative – North Staffordshire

Tel: 01782 616243 email: barr48@btopenworld.com

Address: 48 Turin Drive, Newcastle under Lyme Staffordshire ST5 2QL
Dear Annabel

Subject: Support for Staffordshire County Council and Stoke-on-Trent City Council Access Fund bid

I confirm that Modeshift is delighted to support the Staffordshire County Council and Stoke-on-Trent City Council bid submission to the Department for Transport’s Access Fund. We welcome the opportunity to work in partnership with you in the delivery of your bid. Modeshift will continue to provide support through our travel accreditation schemes Modeshift STARS and Modeshift STARSfor and build on the partnership working already established.

Both authorities are active members of Modeshift, the national sustainable travel organisation. Membership of Modeshift provides a range of benefits including regional support, access to best practice and entitlement to use STARS and STARSfor. STARS has helped to reward and recognise schools for the work they do whilst enabling them to leave a lasting legacy that successfully embeds sustainable travel as the norm. STARSfor builds on the travel planning experience of 23 local authorities for settings other than schools.

We have set out below how the STARS and STARSfor initiatives will help meet the Access Fund criteria:

- Supporting the local economy and facilitating economic development by creating strong communities that deliver and support sustainable travel initiatives
- Reducing carbon emissions, bringing about improvements to air quality and increased compliance with air quality standards and wider environmental benefits such as noise reduction
- Helping to deliver wider social and economic benefits through delivering better access to employment, education and services
- Actively promoting increased levels of physical activity through increases in walking and cycling

If you wish to discuss the above further please do not hesitate to get in touch. I can be contacted via email at chair@modeshift.org.uk or on 07809 655624

Sincerely
Ross Butcher,
National Chair of Modeshift
Clive Thomson  
Commissioner for Transport and Sustainability  
STAFFORDSHIRE COUNTY COUNCIL  
Wedgwood Buildings, Tipping Street,  
Stafford, ST16 2DH  

Dear Clive,  

STAFFORDSHIRE COUNTY COUNCIL AND STOKE-ON-TRENT CITY COUNCIL’S  
JOINT ACCESS FUND BID  

I am writing in support of the joint bid submitted by Staffordshire County Council and Stoke-on-Trent City Council for Access Funds for Sustainable Travel.  

It is our pleasure to offer our support for the project, which is certain to be of significant benefit to businesses and their employees in the Business Improvement District (BID) area, as well as visitors to the town.  

The BID organisation is already working with Staffordshire CC on ways to make improvements to road signage in and around the town, town centre walking and wayfinding improvements, online mapping, signing review, and subways improvements and look forward to being able to work together more with what appears to be a very forward-thinking authority.  

We would be interested in being involved actively in this project as part of the Business Working Group and we are willing to make an ‘in kind’ contribution of the staff time of our two Ambassadors who will help to promote the Access Fund initiatives which would approximately equate to around £9,000 over the three years.  

There are areas of focus which support the overall BID ethos that, if delivered, have a strong link with the BID’s objectives to support businesses and reduce their overheads. For example, traffic around Newcastle impacts upon businesses, and improved attendance and fitness levels of employees will reduce costs and improve the bottom line for businesses. As such, we would be prepared to make a financial contribution of £8,000 which we have earmarked for projects of this nature.  

Yours sincerely  

Matt Taylor  
BID Manager  

Newcastle-under-Lyme BID Ltd  
Queens Gardens Business Centre, 31 Ironmarket  
Newcastle, Staffs, ST5 1RP. Co. No. 9745670  
amy.williams@visitnewcastleunderlyme.co.uk  
01782 922712
Annabel Chell
Senior Strategy Officer
Transport and the Connected County
Staffordshire County Council
No 1 Staffordshire Place
Stafford ST16 2LP

Dear Annabel

**Department for Transport Access Fund**

Thank you for the recent information relating to the County Council's application to the Department for Transport's Access Fund for a three year programme of sustainable travel initiatives.

We understand the fund has two main objectives:

- To support the local economy by supporting access to new and existing employment, education and training.
- To actively promote increased levels of physical activity through walking and cycling.

Supporting objectives include improving air quality and reducing congestion.

We are fully supportive of these objectives, which will help to address the Borough Council's priorities to create a Borough of Opportunity and to create a Clean, Safe and Sustainable Borough. The objectives will positively contribute towards improving the health and well-being of a wide range of the Borough's residents and businesses, particularly those businesses based within the Business Improvement District (BID).

We can confirm that Council staff will contribute time equating to around one day a month over the three years to attend events and meetings, promote the project via emails and through our existing meetings such as the Newcastle Employment and Skills Group.

We work closely with the Stoke-on-Trent and Staffordshire LEP to increase employability and to improve skills and work readiness and support for employment to allow all people to participate in the workforce. We recognise that strong connectivity and transport networks are critical to skills and employment interventions. Improving sustainable access to jobs, services and facilities in the town centre will help support the area's economic performance and will help to increase physical activity within key target groups to address health inequalities.
Locally, our Newcastle Employment and Skills Group, which is coordinated by the Council and Aspire Group, brings together key organisations to address specific local employment and skills issues and would be able to provide useful contacts and help to spread the key messages.

With regard to improving air quality and reducing congestion you will be aware that we have declared an Air Quality Management Area which includes the whole of the town centre (including the immediately adjacent areas). We are currently updating our transport model to determine transport related emissions at key sites around the town centre Air Quality Management Area. The initiatives in the bid will be an important component of the package of measures identified in the emerging Air Quality Area Action Plan.

We have identified over 140 persons (based on an average of two occupants per dwelling) as being affected by excessively high levels of nitrogen dioxide around the town centre, principally from road traffic and associated congestion.

A key priority for the Council is the delivery of the Travel Plan that is required as part of the planning permission for the proposed new Civic Hub. The new Hub building will bring 100 jobs into the town centre which are currently located elsewhere and help make 550 existing jobs (and a wide range of public services delivered by these staff) more secure by reducing accommodation costs as well as improving the accessibility of such services. The proposed Civic Hub will also make provision for about 100 cycle spaces and comprehensive changing facilities for staff.

The town centre ring road currently deters a number of potential pedestrians, cyclists and walkers from accessing the town centre. Improved signage and provision for cyclists including training and loan schemes for employees located in the town would help reduce reliance on the private car and promote improvements in health and air quality and also enhance the town centre user experience.

Sustainable transport links and improved connectivity between the town centre and the Keele University campus and Science Park are critically important to the future aspirations for the town and the University. The University is planning to attract a further 3,000 students up until 2020, whilst the Keele University Science Park development is attracting a number of high profile employers to the area.

Over 1000 student bed spaces across 10 development sites have received planning permission, some of which are now under construction. A number of these requiring planning permission have conditions attached to the permissions securing the provision of on-site secure cycle storage and requirement for the production, implementation and monitoring of a green travel plan.

There are however a number of change of uses from office space to residential use where we have been unable to secure similar conditions due to the permitted change in use class type.

A further 500 bed spaces are planned for the Ryecroft site which we are anticipating will have to rely upon students using public transport, walking and cycling because no dedicated car parking will be provided.

In addition located in terraced housing stock elsewhere in and around the town centre we have identified approximately 780 dedicated multi occupancy student households for whom we would want to promote sustainable transport measures.
We hope to hear that the County Council has been successful in securing the funding to deliver all the elements identified and we look forward to working in partnership to deliver these.

Yours sincerely

Councillor John Williams
Portfolio Holder - Town Centres, Property and Business
Phone: 01782 639657
Mobile: 07532219756
Bus. email: john.williams@newcastle-staffs.gov.uk
Dear Annabel

Support for Revenue Access Fund Bid

I would like to express support for your Revenue Access Fund bid to the Department for Transport.

The Borough was a major beneficiary of the previous Local Sustainable Transport Fund programme which provided the Two Waters Way pedestrian and cycle bridge between Baswich and Tixall Road, electric charging points on car parks, electronic bus information displays and a range of other initiatives supporting cycling, walking and public transport use. These measures have raised awareness of sustainable transport with local employers and have increased participation in cycling to work.

The Borough Council will be happy to provide in kind support, up to the equivalent value of £3,000 per year to take forward the objectives of your proposal including promoting the programme to local employers. I will be happy to discuss this in more detail with you in due course.

Yours Sincerely

Robert Gatensbury
Economic Regeneration Manager
08 August 2016

To Whom It May Concern:

RE: Access Fund Bid

I am writing in respect of the bid to the Access Fund being made by Staffordshire County Council working in partnership with a range of organisations, including ourselves. I can confirm Tamworth Borough Council’s support for the bid and our commitment to helping to deliver its projected outcomes.

This bid will build on the recent success of the Tamworth Local Sustainable Transport Fund project that delivered a range of projects through workplace mentoring and coaching and primary school initiatives. More importantly a number of legacies have been created which mean that Tamworth will continue to benefit from active travel promotion. We are anticipating the first ever meeting of a Business Travel Network for Tamworth which will enable businesses to continue to benefit from support, advice, resources and potential funding opportunities. The Active Steps programme has recruited 24 volunteers that have been trained to help support and deliver future activities locally including two walks and two rides per week.

Tamworth has a Physical Activity Strategy that focuses on the long term change of direction for activity among the residents of Tamworth. Active Tamworth has a number of specific aims:

- Raise the profile of physical activity opportunities and the benefits of increased participation amongst the population of Tamworth Borough Council.
- Co-ordinate, inform and influence the way in which organisations and individuals work and spend their time.
- Identify a number of key principles to increase participation in physical activity.
- Inform where future investments and developments should be channelled.
- Ensure effective delivery and more importantly removal of duplication.
- Strategically influence the development of intervention programmes to increase physical activity levels within key target group’s to address health inequalities.
- Help enable children and young people to migrate seamlessly from education to community sport.
- Allow easy access to information for all residents.

Yours sincerely

Matthew Bowers
Head of Managed Growth, Regeneration and Development
Date 5th September 2016

Annabel Chell
Senior Strategy Officer
Staffordshire County Council
1 Staffordshire Place
Stafford
ST16 2LP

Dear Annabel,

**Sustainable Transport Access Fund Bid**

East Staffordshire Borough Council welcome and support the Staffordshire County Council Access Fund Bid. In particularly there is support for enhanced sustainable transport links to the rail station and across the two strategic river crossings which will create a more attractive and coherent pedestrian and cyclist experience, improving the environment and use of Burton Upon Trent Town Centre by businesses, residents and visitors. Burton Upon Trent is the main town of East Staffordshire which is expected to deliver over 7,000 new dwellings and 30 hectares of employment land over the next 15 years. In addition the bid will contribute to the delivery of the Councils own Cycling Strategy adopted in March 2015 which aims to improve cycle routes and related infrastructure, improve health and wellbeing through cycling, increase participation, and enhance tourism and the economy.

East Staffordshire will support the initiatives and projects set out in the bid through providing officer time, approximately 1 day a month over the next three years to attend events and project meetings. In addition the Council will promote the project wherever possible through existing partnerships and project work.

Yours sincerely

Sal Khan
Head of Service
Friday 2\textsuperscript{nd} September 2016

Attn: Annabel Chell
Transport and the Connected County
Staffordshire County Council
No 1, Staffordshire Place
Stafford
ST16 2LP

Dear Annabel,

RE: Access to growth deal urban centres in Cannock Chase

I am writing to confirm Cannock Chase Council’s support for the bid being submitted by Staffordshire County Council to the Access Fund and our commitment to helping deliver its projected outcomes. We look forward to working with the County Council and can offer staff time to assist in the success of the project which equates to a contribution of approximately £9000 over the period of delivery.

Cannock Chase is currently committed to the promotion of physical activity through Chase Fit and we have recently delivered a successful walking festival. Obesity in adults and children aged 4 to 5 is a particular problem, with school absences at a high level. Active Steps and adult bikeability cycle training will complement our projects and in conjunction have a greater impact on residents’ health. We already provide support to people who have been advised by the GP to increase their levels of physical activity with the support of specialist activity instructors.

Staffordshire’s Growth Deal includes focusing on improving access into and around Cannock town centre and to surrounding businesses and developments. Enhanced sustainable transport links will be essential to Mill Green retail development, employment locations particularly along the A5(T) corridor and to rail stations to improve access to jobs in the West Midlands, linking in with the major upgrade planned for the Chase Line. This bid includes a focus on working with businesses and their employees to promote active modes of travel through mentoring and coaching, personalised travel planning and promotional activities.

I trust that the above is in order, if I can be of any further assistance then please do not hesitate to contact me.

Kind Regards

Michael Tichford
Head of Economic Development
Dear Annabel,

**Sustainable Transport Access Fund Bid letter of support**

Thank you for the opportunity to engage in the above project submission.

I can confirm that we can commit a staff members time to the equivalent of one day a month over a three year period.

Yours sincerely,

[Signature]

Ashley Baldwin

Spatial Policy and Delivery Manager