**Applicant Information**

Local transport authority name(s):
Staffordshire County Council

**Bid Manager Name and position:**
Clive Thomson, Commissioner for Transport and the Connected County

**Contact telephone number:** 01785 276522

**Email address:** clive.thomson@staffordshire.gov.uk

**Postal address:** Staffordshire County Council, Wedgewood Buildings, Tipping Street, Stafford, ST16 2DH

**Website address for published bid:**

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**SECTION A - Project description and funding profile**

**A1. Project name:** Access to Jobs, Training and Services in Newcastle-under-Lyme

**A2. Headline description:**

The objective is to support Newcastle’s growth plans; reduce delays that are impacting on the Air Quality Management Area and tackle health issues evident in the area.

The Business Advocate will inspire those in the Business Improvement District to walk/cycle through promotional activities, travel grants and Wheels to Work/Training. We will engage with Newcastle College and work to reduce the Borough Council’s high level of car commuting (85%). We know Pocket Places on the corridor to Keele University, Active Steps and Wheels around Newcastle will work well and a priority for businesses is improving subways and town centre wayfinding.

**A3. Total package cost (£m): £0.551m**

**A4. Total DfT revenue funding contribution sought (£m): £0.378m**

**A5. Local contribution (£m): £0.173m**

<table>
<thead>
<tr>
<th>Local contribution source</th>
<th>Element (See B1)</th>
<th>£'000</th>
<th>Status</th>
</tr>
</thead>
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<tr>
<td>County Council Integrated Transport Block (capital)</td>
<td>1,3,4</td>
<td>30</td>
<td>Integrated Transport programme</td>
</tr>
<tr>
<td>Secured Growth Deal funds (capital)</td>
<td>1,3,4</td>
<td>20</td>
<td>Confirmed by LEP Nov 2015</td>
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<tr>
<td>County Council staff resources</td>
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<td>Revenue commitment</td>
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<tr>
<td>Borough Council staff resources</td>
<td>1</td>
<td>5</td>
<td>Letter of commitment</td>
</tr>
<tr>
<td>Keele University staff resources</td>
<td>2,4</td>
<td>5</td>
<td>Letter of commitment</td>
</tr>
<tr>
<td>Newcastle College staff resources</td>
<td>1,2,3,4</td>
<td>5</td>
<td>Letter of commitment</td>
</tr>
<tr>
<td>Business Travel Grant match commitment</td>
<td>1</td>
<td>10</td>
<td>Estimated based on grant match received in Stafford</td>
</tr>
</tbody>
</table>
A6. Equality Analysis
Has any Equality Analysis been undertaken in line with the Equality Duty?
☑ Yes ☐ No

A7. Partnership bodies:
The project will be delivered with the following partners. Through existing engagement, they have helped to shape the package of initiatives and we have drawn on their ideas and expertise. Table 1 summarises the role of each partner and letters of commitment from senior level staff are attached in the Annex. Work will continue with volunteers from partner organisations such as the Youth Service, Fire Service and Police who are already trained to deliver basic cycle training and how to plan and lead bike rides. All initiatives will be supported and promoted within communities by local councillors.

Table 1: 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 North Staffordshire conurbation, including the City of Stoke-on-Trent and Newcastle-under-Lyme, and the Strategic Centres of Tamworth, Stafford, Burton-on-Trent, Cannock and Lichfield. The bid will enhance the benefits to be achieved from delivering the £750,000 Newcastle town centre sustainable transport package that is being delivered with Growth Deal funds in 2016/17 and 17/18. The long term vision is to support all the Strategic Centres with similar scalable packages.</td>
</tr>
<tr>
<td>Director of Public Health for Staffordshire</td>
<td>Staffordshire Health &amp; Care has provided relevant data to identify issues and target resources towards providing health benefits and is working to maximise active travel. Existing Health &amp; Care programmes are already being delivered in Newcastle that will complement this bid and, moving forward, workforces have been identified as a key focus.</td>
</tr>
<tr>
<td>Sustrans</td>
<td>Sustrans will continue to work with the County and Borough Councils to deliver initiatives that already have a proven track record in Staffordshire. They include Active Steps, Pocket Places and town centre community events.</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 it is a condition related to the planning consent for the new Civic Hub that is expected to be occupied in 2017. A 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 the Area Action Plan they are producing for the town centre Air Quality Management Area. The contribution of staff resources is confirmed.</td>
</tr>
<tr>
<td>Newcastle-under-Lyme Business Improvement District</td>
<td>£8,000 has been allocated as a local contribution as this bid is expected to support the delivery of Objective 2 of the Business Plan. Activity D under Objective 2 relates to better signage, lighting and access to improve pedestrian flow between different parts of the town and its business. The BID employs two Ambassadors who will help to promote the bid initiatives.</td>
</tr>
</tbody>
</table>
Newcastle College was not targeted as part of the North Staffs LSTF package therefore further resources are considered necessary to focus on the college. Newcastle College has a high proportion of students and staff living within a three mile radius (34.9%). The College will commit staff resources to the scheme and distribute promotional material.

Keele University will commit staff resources to delivering Active Steps and Wheels around Newcastle, by promoting these new programmes with staff and students. Support will also be provided when the Bike Bus is used at events at the University and at Pocket Places community initiatives held along the corridor between the town centre and the University.

**SECTION B – The Business Case**

**B1. The Strategic Case**

**Long Term Vision**

The long term vision for Staffordshire up to 2021 is to deliver similar initiatives for all Strategic Centres identified in the Strategic Economic Plan (SEP), including extended sustainable transport packages for Newcastle-under-Lyme, Tamworth and Stafford and new packages for Burton upon Trent, Lichfield and Cannock. A key objective of the SEP is the delivery of Competitive Urban Centres. The SEP states that a Key Action Area within each of these Centres is enhanced transport links, including sustainable transport investments linking strategic transport routes and residents to key Centres. This will create the opportunity to build on sustainable transport initiatives which improve access as well as the health of residents.

Staffordshire County Council and its partners are serious about achieving further increases in cycling and walking, contributing to the Government’s ambition of delivering the objectives set out in the Cycling and Walking Investment Strategy. It is the County Council’s intention to prepare a Local Cycling and Walking Infrastructure Plan and we will continue to be engaged in the Sustainable Transport Delivery Excellence programme led by Sustrans.

We will deliver scalable packages for each urban area over a number of years, as resources are made available, building on the successes and benefits of proven LSTF interventions delivered over the last five years. By focusing on the Strategic Centres that have growth proposals identified in adopted Local Plans, we will be directing resources to improving access opportunities to employment, education or training. We will have a particular focus on improving access for job seekers in line with government objectives.

Newcastle-under-Lyme (Newcastle) has been chosen as the focus of the Sustainable Transition Year bid. It will build on the successes of the North Staffordshire LSTF and will be delivered as part of a wider transport strategy that incorporates town centre pedestrian enhancements, new cycle routes, rail enhancements, bus punctuality improvements delivered through a Voluntary Quality Bus Network Partnership, and local and strategic road improvements. Figure 1 shows the characteristics of the Action Area to be targeted by this bid.

Newcastle has been chosen for the following reasons:
- There is already an extensive cycle network covering 23km within a 15 minute cycle time of the town centre (shown on Figure 1).
- Significant Growth Deal funds are being invested in Newcastle’s pedestrian and cycle environment during 2016/17.
There is a newly established Business Improvement District that shares the objective of improving pedestrian legibility (shown on Figure 1). The Borough Council and Newcastle College were not targeted as part of the previous North Staffordshire LSTF. The Travel Survey for the Borough Council highlights a high level of commuting by car (85%), with 45.6% of these car drivers travelling five miles or less. As a result of the North Staffordshire LSTF, Keele University is now an example of good practice in terms of sustainable travel. This needs to continue as part of the University’s significant growth plans. There are still issues with the walking and cycling network in terms of poor signing and legibility and access to the town is dominated by twelve busy subways with the busiest subway seeing 1,500 users a day. There are social and health issues that still need to be tackled.

**Figure 1: Characteristics of Action Area**

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**The Need to Support the Wider Economic Vision**

Based on the Business Register and Employment Survey 2012, there are 5,700 people employed in the town centre. Newcastle Town Centre has a traditional market / retail / commercial offer that is under severe pressure following years of disinvestment to out-of-centre retail and office parks. The Town Centre Vision includes attracting new private sector investment, encouraging new residential development and investing in the public realm. These are all critical to making the ‘step change’ that the town centre needs to compete. All elements of this bid will help support the local economy and remove barriers to growth.

The Vision includes the proposed Ryecroft development which is a £34 million private sector investment within the town centre. It will create 470 new town centre residential units, mainly for Keele University’s student population, together with 65,000 sq. ft. of retail units resulting in 350 new jobs. The Civic Hub, also in the town centre, is a £16.5 million
investment that will be the new home for the Borough Council; a selection of County Council
departments and Staffordshire Police, totalling 539 staff. It is expected to be occupied in
2017 and will bring 100 jobs into the town centre currently located elsewhere and help make
existing jobs more secure by reducing accommodation costs. Cycle parking and changing
facilities will be provided at the Hub, but no dedicated car parking.

The Town Centre Vision will support the growth plans of Keele University which is a large
campus and business park within a 15 minute cycling distance from the town centre (shown
on Figure 1). The town is expected to accommodate a growing student population which is
evident by the planning consents for 1,153 study bedrooms already secured in the town that
will have no dedicated parking. Currently there are circa 10,000 students and 600 staff at
the University and the 2020 vision is to see this grow to 13,000 students. Growth at the
University will include extended research and teaching facilities; growth in the collaboration
with University Hospital; a Centre of Excellence in Energy Security and Renewables and
success of the Science and Innovation Park.

The Town Centre Business Improvement District (BID), shown on Figure 1, was set up as
an independent company by the Town Centre Partnership Group in 2015. There are
around 700 businesses employing 7,700 people including office, retail, leisure, and
education and the Board of the company is open to all members. The BID includes
Newcastle-under-Lyme Borough Council and Newcastle College, which is one of the UK’s
leading colleges that has 616 staff and 8,316 learners (4,990 FTE). The aim of the BID is to
deliver its objectives over a five year period through close working with the local authorities.
Key BID objectives that are relevant to this submission include:

- Signage scheme to make full use of the town and its facilities
- Campaigns and promotions for retail and leisure businesses
- Work closely with the Council and other car park operators to improve the parking
  experience
- Promote better links between the town and college and University students

Businesses pay into a collective pot of money to fund projects that they feel will benefit
themselves and the local community. These projects in the Business Plan have been
identified by the businesses through extensive research. Many businesses hold the view
that the road infrastructure, signage and parking all present challenges to visitors in cars
and on foot to the town, with the ring road presenting a physical but artificial limit to the
definition of the town. Larger businesses in the area outside the ring road all stated that
some people would walk between their own site and the centre of the town but that this was
not an easy or inviting experience and should be made easier. Six out of the top ten issues
relate to parking, access and signage. 85% consider footpath lighting levels to be an issue;
74% consider visitor signage / information to be an issue and 26% consider cycle provision
an issue.

The Need to Tackle Congestion Issues
An analysis of travelling conditions experienced by road users on key routes in Newcastle
has been completed using Department for Transport GPS Trafficmaster data. Delays are
calculated by comparing night-time to peak periods. Normalised delay is defined as the
delay in seconds expressed as a percentage of free flow travel time. Overall, delays in
Newcastle tend to be worse in the AM peak and reliability of journeys into the town centre
along the A525 Keele Road is deteriorating. According to the previously published traffic
model data there are traffic efficiency problems at junctions on the A34 that are on the town
centre ring road and on links and junctions along the A53 and A52 between Newcastle and
Stoke-on-Trent.
The Need to Tackle Safety Issues
Over the last five years, there have been 141 personal injury accidents in the area including the town centre, the ring road, and the A525 leading to Keele University. There have been three serious and 43 slight accidents involving cyclists or pedestrians. The accidents are generally spread throughout the network in question with no significant grouping of locations or causalities, with the exception of the A34 roundabout at Liverpool Road/Knutton Lane on the ring road that has seen three slight accidents involving cyclists. Newcastle College is accessed off Knutton Lane where a traffic calming scheme is currently being delivered. Cycle training and led rides that build confidence in cycling will complement the delivery of this physical intervention.

The Need to Tackle Newcastle’s Health and Social Issues
Figure 1 shows the areas of deprivation within the Action Area which includes the Cross Heath Ward which is the most deprived area in Staffordshire. Generally within Newcastle Borough there is a high proportion of the population living in deprived areas and this is increasing.

The wards of Chesterton, Keele and Town have a significantly higher percentage of working age residents when compared nationally. In Keele, this will be attributed to the University. Overall in Newcastle, there are currently 772 job claimants. Out of work benefit claimants are significantly higher than the England average in the majority of wards within the action area.

With the exception of Keele, all wards within the action area shown on Figure 1 have a significantly high proportion of residents claiming disability living allowance. In addition, around seven in ten adults in Newcastle-under-Lyme have excess weight which is higher than the England average.

According to Government statistics, just over half of the adult population in Newcastle achieve the recommended levels of 150 minutes of physical activity a week which is worse than the England average. Cycling rates in 2013/14 were significantly lower than the Staffordshire and national rate and walking to work is higher than the Staffordshire average but lower than the national rate.

Scheme Description
The initiatives within the bid will deliver the following objectives:

1. Support the LEP’s goal of achieving Competitive Urban Centres
2. Improve health and safety of the existing and future workforce
3. Contribution towards reducing peak hour delays and improving air quality in the Air Quality Management Area

The initiatives focus on walking and cycling in line with recommendation within the bid guidelines except where travel planning advice on all forms of sustainable transport is provided.

The bid has been divided into four elements and an explanation has been provided of the target audience, target journeys and who will potentially benefit from each element. A summary is also provided of the evidence that we have available that proves that the initiatives are likely to be successful.
**ELEMENT 1: TRAVEL PLAN SUPPORT FOR BUSINESSES**

**Target Audience:**
BID businesses, College, staff moving to new Civic Hub, Employment Agencies

**Target Journeys:**
Car commuter trips within a 20 minute cycle time of the BID; car commuter trips on main bus corridors; potential new trips made by job seekers

**Who will potentially benefit?**
All car users will benefit from reduced delays; health and financial benefits for BID employees who choose to walk or cycle to work; quality of life benefits for residents within the Air Quality Management Area

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**Business Travel Grant**
This is a grant to businesses in the BID for capital initiatives, such as shower facilities and cycle parking. Businesses will need to provide match commitment and any initiatives that are implemented through the grant will be monitored post implementation. Applications will be assessed by the BID Steering Group and Business Advocate.

**Business Advocate**
The Advocate will promote the benefits of smarter travel to work choices, targeting businesses in the BID. Networking and workshops can help to make connections between like minded businesses that are seeking to make changes in travel behaviour. This includes the College and also Borough Council staff who will be moving to the new Civic Hub. When the initiative is presented to businesses in the BID, its benefits will be outlined concisely, with cost savings highlighted.

Through a combination of survey data and postcode plotting, travel patterns will be examined, with opportunities for smarter travel choices identified, such as walking, cycling, bus travel and car sharing (marketed through employment clusters). Personalised travel planning will be provided through active travel clinics held within the workplace. The County Council has also developed a Business Travel Event toolkit to support businesses to run their own sustainable travel events on national events such as Health & Wellbeing Day, Cycle to Work Day and Car Free Day.

**Modeshift STARSfor (workplaces)**
The newly launched ‘STARSfor’ scheme provides a tool for local authorities to develop and implement more effective travel plans with workplaces across their area. The accreditation element of the scheme recognise excellence across the country in the delivery of travel plan initiatives rather than travel plan documents. Workplaces that sign up to ‘STARSfor’ will be provided with the Business Travel Event Toolkit. They will receive visits from the Bike Bus (mobile bike hub) and access to cycle training and led walks.

**Wheels to Work for job seekers**
Wheels to Work will help people who cannot access employment or training. A range of short term transport solutions will be provided including bus passes and short term moped loans, although there will be a focus on promoting interest free cycle loans in line with the objectives of this bid. 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 (after six months). Clients will receive a tailor made package to suit their needs including training and fitting of safety equipment.
Evidence of Likely Success of Element 1
- These were all successful initiatives delivered in the Stafford LSTF project. Evidence shows that providing a capital contribution towards the Business Travel Grant results in a higher success rate in terms of modal shift.
- ‘Wheels to Work’ has been successfully delivered in Staffordshire since 2008.
- People are likely to be most open to changing habitual behaviours at key ‘transition points’ or ‘moments of change’, for example relocation to the new Civic Hub. This is evidenced by the achievement in modal shift when Staffordshire County Council moved to Stafford town centre.
- A high percentage live within three miles of the College and the new Civic Hub indicating a high potential for modal shift.
- Using the already established BID Ambassadors will enable us to quickly target the businesses that are keen to get involved.
- Evidence suggests that practical tools and guidance can be effective in providing individuals with the necessary skills to increase sustainable travel.
- There is local and national evidence that Modeshift stars will make a difference.
- Evidence consistently points to personally tailored travel advice as one of the most effective measures.

ELEMENT 2: GETTING AND STAYING ACTIVE

Target Audience:
Local residents and employees within a 20 minute cycle time of the town centre; Newcastle College; Keele University; two High Schools close to the town centre

Target Journeys:
All-purpose car journeys within a 20 minute cycle time of the town centre; car journeys to the two High schools, college, University and employment areas

Who will potentially benefit?
All car users will benefit from reduced delays; health and financial benefits for those who choose walking or cycling as a mode of travel; quality of life benefits for residents within the Air Quality Management Area

Active Steps (led walks and bike rides)
Active Steps will be delivered in line with the Sustrans model. It will encourage individuals with low activity levels to improve their physical and mental health through an intensive active travel programme. It includes group workshops and organised events and led walks and bike rides. Participants will be signposted by health professionals, and will volunteer through their employers and community groups. Engagement and enabling targeted at particular groups in the population, carrying a message that is meaningful to that group is more likely to change attitudes, rather than universal messages. The number of clients expected during the bid period is at least 90.

Wheels around Newcastle-under-Lyme
All residents, students and employees within the study area will have access to this programme. Wheels around Newcastle will provide training to enable people to cycle safely and confidently on the road, encouraging modal shift. It includes group workshops, organised events and led cycle rides that are more advanced than the Active Steps programme. The already established Bike Bus mobile hub is a fully mobile bike centre. It will provide information, guidance and route planning advice for cyclists, information on local walking routes and a Dr Bike service delivered by a qualified mechanic. The number of clients expected during the bid period is at least 60.
Modeshift STARS (education establishments)
Modeshift STARS (Sustainable Travel Accreditation and Recognition for Schools) is a national schools awards scheme recognising schools that demonstrate excellence in supporting all forms of sustainable travel. The electronic school travel planning tool will be implemented in the two High Schools and also rolled out to Newcastle College to enable the planning, monitoring and evaluation of all travel initiatives. It will complement initiatives undertaken by primary schools in the area funded through previous projects, therefore supporting the transition process.

Evidence of Likely Success of Element 2
- All successfully delivered as part of the Tamworth LSTF project.
- Modeshift STARS is being used successfully throughout Staffordshire and local evidence shows an increase in sustainable modes of travel on journeys to school.
- According to Sustrans evidence, Active Steps greatly reduces car use reporting a 49% daily reduction in car miles travelled by participants and 77.4% increase in time spent cycling, with the intention of continuing.
- Mode change data taken from completed Active Steps programme in Southampton, South Hampshire is considered to be a reasonable comparison with Newcastle.
- Evidence suggests that people are more likely to respond if there are consequences for them individually rather than for society as a whole.
- There is a relatively high percentage of staff who cycle to Newcastle College (5.7%) who could help to inspire the students who generally do not cycle.

ELEMENT 3: TOWN CENTRE WAYFINDING

**Target Audience:**
Local residents within a 20 minute cycle time of the town centre; visitors and employees using out-of-centre car parks

**Target Journeys:**
Existing walking and cycling journeys to the town centre for all purposes; all-purpose car journeys within a 20 minute cycle time of the town centre

**Who will potentially benefit?**
All car users will benefit from reduced delays; health and financial benefits for those who walk or cycle to the town centre; quality of life benefits for residents within the AQMA

Town Centre Walking and Cycling Wayfinding Strategy
The Wayfinding Strategy will include an analysis of pedestrian route finding; signing review; confirmation of points of arrival and connections; key destinations to be signed and the provision of online mapping. Signage is most vital for visitors, but it can also support local residents to realise the possibility of undertaking more walking journeys, especially where distance or walking time estimates are incorporated. Signing, lighting and street furniture recommended by the strategy will be delivered independently to this bid.

Town Centre Subway Pocket Places Initiative
This initiative will promote the use of the 12 subways that are the main walking routes into the town centre, focusing on the funding of community initiatives that deliver environmental enhancements to and within the subways, including the removal of graffiti. The aim will be to change the perception of subway use.

Evidence of Likely Success of Element 3
- A constant highly visible presence of Pocket Places in Newcastle has encouraged participation. Repeating this successful model at other locations will guarantee results.
Use of social media has proven to be invaluable as part of Pocket Places in Newcastle, with over 2,000 posts, 1,016 attended events and five champions identified.
- Wayfinding has been identified as a top priority for local businesses

## ELEMENT 4: COMMUNITY ENGAGEMENT AND ENABLING

### Target Audience:
All visitors and employees to the town centre; communities along the corridor between Keele University and the town centre

### Target Journeys:
All-purpose car journeys within a 20 minute cycle time of the town centre; existing walking and cycling journeys between the town centre and Keele University for all purposes

### Who will potentially benefit?
All car users will benefit from reduced delays; health and financial benefits for those who walk or cycle between the town centre and Keele University; quality of life benefits for residents within the AQMA and along the town centre to Keele University corridor

### Town Centre Events
Community events will be held within the town centre for residents and employees. They will promote the existing cycle networks within Newcastle and showcase and consult on new walking and cycling routes being delivered. The Bike Bus mobile hub will be compulsory at these events and other larger events organised by the Borough Council.

### Town Centre to Keele University Pocket Places Initiative
The aim of the initiative is to work with communities along the urban corridor between Newcastle town centre and Keele University to reduce barriers to walking and cycling. It will improve human activity and social interaction along the corridor and ultimately increase walking and cycling; improve access for those with mobility impairment and improve the local street environment that is currently dominated by car traffic.

Pocket Places focuses on tight geographical areas enabling resources to be streamlined. It will facilitate communities, particularly in more deprived area, in redesigning their streets to create spaces that encourage people to linger and are conducive to walking and cycling. Focusing projects along the length of the heavily trafficked corridor between Keele University and the town centre will promote human activity and active travel and improve the experience of passing through and living along the corridor. A programme of active travel promotion will run alongside community engagement. Through this engagement, new ideas for improving the route for cycling and walking will be discovered and developed for delivery in future capital programmes.

### Evidence of Likely Success of Element 4
- Targeted communications and marketing, over time, can result in a change in behaviour as highlighted in all of the LSTF projects already delivered.
- The presence of the Bike Bus in all LSTF packages has achieved particularly high participation rates with all population sectors.
- We need to build upon all the good work that has already taken place because initiatives such as Pocket Places rely upon time to build relationships with communities and identify the interventions that will make a real difference.

### General Evidence of Success of Previous LSTF Packages
Learning from previous LSTF packages delivered over the last five years has helped to establish what should be included in this bid. The following summarises the key outcomes relating to walking and cycling that have the potential to be emulated through this bid.
**North Staffs LSTF ‘Stoking Employment in North Staffordshire’**
- Based on a 1,344 sample survey, the following was achieved:
  - 2.9% increase in walking and 3.2% increase in cycling (business trips)
  - 21% walk and 23% cycle more often for other journeys
- The programme delivered for Keele University was very well received resulting in an increase in cycling, although it is reported that there is still increased scope for more cycling by staff and students. The overall increase observed throughout a full day was 120 cyclists (141%) and a 34.5% increase in walkers in the peak period (4-7pm).
- The very minimal focus on Newcastle town centre and Newcastle College compared to the higher intensity of interventions at Keele University was reflected in the mode shift results.

**Stafford LSTF ‘Access to Jobs, Training and Services in Stafford’**
- Based on a County Council Travel Survey of 422 respondents, before LSTF, 71% travelled to work by car, compared to 67% afterwards. Walking levels did not change but cycling increased from 5% to 11%. Those who still travel by car consider that walking would be the most likely alternative. 61% of car drivers could be persuaded to change even if it was only occasionally.
- There was no change in cycling levels at Stafford Borough Council, but an increase in walking from 12% to 18% was achieved which was mirrored in the overall results for the town centre that saw an increase in walking from 26% to 34%.
- Through a combination of new walking and cycling infrastructure and promotional activities, walking and cycling has seen a considerable increase on one corridor from negligible levels (due to severance issues) to a monthly average of 5,100 trips.
- Surveys of primary schools show a high reduction in car trips of 28%.
- High level of grant match levered from business showing commitment to the project.

**Tamworth LSTF: Access to Jobs Training and Services in Tamworth:**
- Monitoring of this LSTF package has not been completed however one of the key successes was the high level of participation in Active Steps particularly by those unable to work for health reasons. All participants said that they would recommend Active Steps to friends and colleagues and 81% have encouraged other non-participants to walk and cycle more.

**B2. The Economic Case – Value for Money**

The scheme impact proforma and supporting economic appraisal summary note are provided in the Annex to this form. Forecasts are calculated based on local evidence from previous LSTF projects and Sustrans data. We have been able to quantify the benefits for BID employees (including the Borough Council), Newcastle College and High School students and staff. We have also separately calculated the benefits that are expected to be achieved by the Active Steps programme which is likely to target additional population sectors. We have not calculated any additional benefits for Keele University over and above those achieved through the North Staffordshire LSTF and Active Steps. Instead, we have provided a qualitative analysis of the Pocket Places Initiative along the Keele University to town centre corridor.

The Health Economic Assessment Tool (HEAT) has been used to estimate reduced mortality as a result of changes in adult cycling and walking behaviour and the outputs of the assessment are provided in the Annex.
It is expected that the full benefits will be realised within the year of delivery by all partners involved in the project and the local communities that engage in the initiatives. Generally, evidence demonstrates that behavioural change that is expected to be established as part of this bid will have a lasting impact beyond the funding period. However local investment is likely to be needed to fully sustain the benefits. The risks and uncertainties of the initiatives in this bid and how they will be managed are covered in Section B7.

A summary of the overall value for money is provided in Table 2.

<table>
<thead>
<tr>
<th>Project Objectives</th>
<th>Outcome</th>
</tr>
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</table>
| Support the LEP’s goal of achieving Competitive Urban Centres | • Reduced delays will help to accommodate economic growth proposed for Newcastle  
  • A reduction in car commuters of 449 per day will benefit areas with traffic delay identified through Trafficmaster data and the traffic model  
  • Employers will find it easier to recruit and retain staff  
  • Employees are more likely to be active and healthy in body and mind and less likely to be absent from work due to illness.  
  • Improved access to job opportunities for the unemployed and those within more deprived areas  
  • Consequential benefits for other trip purposes in the inter-peak |
| Improve health and safety of existing and future workforce | • In the BID area, cycling will increase from 0.6% to 8.5% and walking will increase from 7.8% to 13.2%  
  • Overall, there will be 269 new cycle users per day and 133 new walkers per day  
  • Expected to reduce the number of people with ‘excess’ weight which is currently above the national average  
  • Health benefits accumulated over five years for new adult cyclists is £904,000 (HEAT analysis)  
  • Health benefits accumulated over five years for new adult walkers is £491,000 (HEAT analysis)  
  • A safer walking and cycling environment with the potential to reduce accident  
  • A safer environment and increased human activity within local communities  
  • Improved safety and confidence of cyclists  
  • Through Active Steps and Wheels around Newcastle there will be 65 walk and 448.5 cycle trips per week and 32 new cycle trips per day  
  • We are forecasting an increase in College student cyclists from 0.6% to 2%. |
| Contribution towards reducing peak hour delays and improving air quality in the Air Quality Management Area | • Better quality environment creating healthier and happier communities  
  • 58.8% of Active Steps participants will reduce trips by car equating to 81.6 car trips a week  
  • A reduction in car commuters of 449 trips per day will reduce traffic delays and benefit the Air Quality Management Area |
Environmental Impacts
The proposals in this bid are expected to minimise the impact of transport on the environment and reduce local air quality and carbon emissions however these benefits have not been quantified. In 2014 the Borough Council designated four Air Quality Management Areas include one covering Newcastle town centre which has had an upward trend in exceedances over the last 2/3 years.

The Pocket Places initiative, in particular, will deliver environmental benefits as they focus on improving unattractive environments in order to enhance human activity and encourage more walking and cycling. Events around the subways will consider options for removing graffiti.

Social and Distributional Impacts
This bid has been specifically designed to generate benefits for walkers and cyclists without dis-benefiting car drivers. Car users, including peak hour business users, will benefit from reduced delays as a result of the forecast 449 per day reduction in car commuter trips. There will be benefits for both short and long distance journeys however there is an emphasis on the shorter distant trips within Newcastle. Element 1 has a specific focus on commuter trips, however all journey purposes will benefit from the community engagement that will occur under Elements 2 to 4. The forecast shift to more sustainable transport modes as identified in the Scheme Impact Pro-Forma will result in noise, safety, air quality and accessibility benefits.

Table 3 provides a qualitative assessment of the impacts on social groups identified in DfT WebTAG Unit A4.2. This has been informed by spatial mapping completed for different social groups at a ward and Lower Super Output Area. An equality analysis has also been completed to supplement this bid.

<table>
<thead>
<tr>
<th>Dataset / social group</th>
<th>Qualitative Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income Distribution</td>
<td>Benefits will be felt by all income quintiles within Newcastle, with particular benefits for the wards with higher deprivation as identified on Figure 1.</td>
</tr>
<tr>
<td>Children: proportion of population aged &lt;16</td>
<td>The initiatives do not focus on primary school children as they were targeted in the previous North Staffordshire LSTF package. However two high schools will be targeted and all children throughout Newcastle will benefit from community events.</td>
</tr>
<tr>
<td>Young adults: proportion of population aged 16-25</td>
<td>Newcastle College will be the focus of travel planning engagement. The unemployed in this age group will particularly benefit from Wheels to Work.</td>
</tr>
<tr>
<td>Older people: proportion of population aged 70+</td>
<td>Newcastle has an ageing population. Although this group will not be targeted, they will benefit from Pocket Places in terms of reducing isolation within communities and referral (voluntary or via GPs) to Active Steps.</td>
</tr>
<tr>
<td>Proportion of population with a disability</td>
<td>6% of Newcastle residents claim disability living allowance which is higher than the England rate. This group will benefit from the Pocket Places initiatives and Active Steps.</td>
</tr>
<tr>
<td>Proportion of population of Black and Minority Ethnic (BME) origin</td>
<td>A significant number of residents living in Keele ward are of black and minority ethnic origin as they are part of the University community. They will benefit from the activities focused on the University and will have the opportunity to engage in town centre events.</td>
</tr>
</tbody>
</table>
The bid will significantly benefit people who do not have access to a car. The 22.1% of households without a car in Newcastle is higher than the England average.

Households throughout Newcastle with dependent children will benefit from this bid and will be able to make full use of the community events.

### B3. The Financial Case – Project Cost

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

<table>
<thead>
<tr>
<th>£000s</th>
<th>2016-17</th>
</tr>
</thead>
<tbody>
<tr>
<td>DfT funding sought</td>
<td>378</td>
</tr>
<tr>
<td>Local Authority contribution</td>
<td>115</td>
</tr>
<tr>
<td>Third Party contribution including LGF</td>
<td>58</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>551</td>
</tr>
</tbody>
</table>

### B4. Management Case - Delivery

The County Council has 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. The County Council is confident that the initiatives can be delivered in the timescale as there are no major risks involved, for example land acquisition and procurement processes. All of the initiatives have been tested within Staffordshire and none are at the development stage.

The key dependencies are listed in Table 4

**Table 4: Key Dependencies**

<table>
<thead>
<tr>
<th>Output</th>
<th>Key Dependencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel Plan Support for Businesses</td>
<td>County Council and Borough Council staff resources, commitment of business, education and local authority partners, appointment of Business Advocate, availability of BID Ambassadors, completion of business travel surveys, approval of travel grants</td>
</tr>
<tr>
<td>Getting and Staying Active</td>
<td>County Council and Sustrans resources, commitment of High school staff, community interest in taking part and becoming champions, successful advertising of led walks and rides, extent of media coverage</td>
</tr>
<tr>
<td>Town Centre Wayfinding</td>
<td>Recommendations of Wayfinding Strategy, community interest, outcome of consultations, County Council and Sustrans resources</td>
</tr>
<tr>
<td>Community Engagement and Enabling</td>
<td>County Council, Borough Council and Sustrans staff resources, community interest, staffing of Bike Bus, extent of media coverage</td>
</tr>
</tbody>
</table>

The resource requirements for each element are provided in Table 5

**Table 5: Resource Requirements**

<table>
<thead>
<tr>
<th>Element</th>
<th>Resources (£000s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel Plan Support for Businesses</td>
<td>192</td>
</tr>
<tr>
<td>Getting and Staying Active</td>
<td>233.5</td>
</tr>
<tr>
<td>Town Centre Wayfinding</td>
<td>42</td>
</tr>
<tr>
<td>Community Engagement and Enabling</td>
<td>83.5</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>551</td>
</tr>
</tbody>
</table>
The delivery programme is summarised in Table 6. There is flexibility in the programme to deal with contingencies and unforeseen events and if one initiative needs to be delayed due to bad weather, for example, 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 Project Board (May)
- Appointment of Business Advocate (May)
- Appointment of staff to work on the Bike Bus (May)
- Agreeing dates of main community events (June)
- Production of Wayfinding Strategy (July)
- Approval of Business Travel Grants
- Collection of survey data at the beginning and end of every initiative

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.

Table 6: 2016/17 Revenue Programme

<table>
<thead>
<tr>
<th>Milestones</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>Aug</th>
<th>Sept</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Jan</th>
<th>Feb</th>
<th>March</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Element 1: Travel Plan Support for Businesses</strong></td>
<td></td>
<td></td>
<td></td>
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<td></td>
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<td></td>
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<tr>
<td>Actively promote Business Travel Grant to the BID</td>
<td></td>
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<td></td>
<td></td>
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</tr>
<tr>
<td>Appoint Business Advocate who will provide ongoing engagement</td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Introduction and ongoing promotion of Modeshift STARS for by Business Advocate</td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Ongoing recruitment to Wheels to Work through employment agencies and businesses</td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td><strong>Element 2: Getting and Staying Active</strong></td>
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<td></td>
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</tr>
<tr>
<td>Active Steps led walks and bike rides promoted and delivered every month</td>
<td></td>
<td></td>
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<td></td>
<td></td>
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</tr>
<tr>
<td>Wheels around Newcastle-under-Lyme promoted and delivered every month</td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>Modeshift STARS introduced to High schools and College throughout every term</td>
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<td></td>
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<td></td>
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</tr>
<tr>
<td><strong>Element 3: Town Centre Wayfinding</strong></td>
<td></td>
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</tr>
<tr>
<td>Wayfinding Strategy written in first two months with ongoing consultation and delivery thereafter</td>
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<td></td>
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<td></td>
<td></td>
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</tr>
<tr>
<td>Subway Pocket Places held throughout the year with priorities informed by Wayfinding Strategy</td>
<td></td>
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<td></td>
<td></td>
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<td></td>
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<td></td>
</tr>
<tr>
<td><strong>Element 4: Community Engagement and Enabling</strong></td>
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<td></td>
</tr>
<tr>
<td>Engagement will start during the Summer months and also coincide with national events</td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Keele corridor Pocket Places will be ongoing but will ease off during the colder winter months</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

There is a programme of complementary investment in physical walking and cycling infrastructure within Newcastle to help maximise modal shift. They are already committed schemes that will be delivered with or without the soft measures identified in this bid. They
are not included as local contributions and are not required to deliver the economic benefits measured in section B2 of this bid. Consequently there are no construction milestones required to deliver this bid. The capital element of the local contributions will be used to deliver facilities within businesses as part of the Travel Grant process and minor improvements and resources required when delivering initiatives and events.

The complementary infrastructure is being delivered in 2016/17 and 17/18 through S106 funds and the LEP’s Growth Deal award and includes the following:

- Town centre pedestrian enhancements at bus station and key junctions
- Provision of cycling within the town centre pedestrian areas
- A525 Keele Road cycle route linking Keele University to the town centre
- Road and car park signing enhancements
- New signing and lighting of pedestrian and cycle routes to the town centre

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 Figure 2 and follows the arrangements that have been put in place for previous LSTF schemes. The Project Board will have overall financial accountability, ensuring that schemes are delivered within budget, timescales and risks minimised. All key partners will be members of the Board to ensure that their ideas and expertise are drawn upon and that they are involved in the decision making process. This process has worked well with all other LSTF projects.

Clive Thomson, Commissioner for Transport and the Connected County will be responsible for delivery within budget and timescales, actively managing risks, seeking Councillor approval when appropriate and managing the resources to deliver the project. The Project Delivery Teams will plan and develop work programmes, manage staff and carry out monthly financial reviews. There will be ongoing monitoring and detailed reporting of the progress made on achieving key milestones and monthly reports on the delivery of outputs will be presented to the Project Board.

Figure 2: Project Governance

<table>
<thead>
<tr>
<th>Political Steer</th>
<th>Senior Management Steer</th>
</tr>
</thead>
<tbody>
<tr>
<td>County Council</td>
<td>County Council</td>
</tr>
<tr>
<td>Cabinet Member for</td>
<td>Commissioner for</td>
</tr>
<tr>
<td>Highways and Transport</td>
<td>Transport and the Connected County</td>
</tr>
</tbody>
</table>

Project Board
- LEP
- County Council
- Borough Council
- Business Improvement District (BID)
- Newcastle College
- Keele University
- Sustrans (West Midlands)
- Public Health

Project Delivery Teams
- Sustainable Travel Officers & Advisors
- BID Ambassadors
- Local Community Champions
- Business Advocate
- Sustrans Project Co-ordinators
B7. Management Case - Risk Management

Risk Management Strategy
The County Council is committed to delivering the schemes and initiatives within this bid and 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 Table 7 identifies the mitigation measures that may need to be put in place to manage the risks identified and to ensure the successful delivery of the initiatives. 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.

Table 7: Risk Register

<table>
<thead>
<tr>
<th>Risks</th>
<th>Level</th>
<th>Mitigation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Delivery</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Slow start to project due to need to mobilise staff resources</td>
<td>Low</td>
<td>Delivery partners are fully informed and have been used on previous LSTF packages. County Council staff resources that were used on LSTF initiatives due to be completed in March 2016 are already in place.</td>
</tr>
<tr>
<td>Bad weather causing events to be cancelled</td>
<td>Low</td>
<td>Another initiative can be bought forward, with staff time re-allocated as appropriate.</td>
</tr>
<tr>
<td><strong>Financial</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Possible scheme cost overrun or higher than expected costs</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>Monthly spending does not accord with projected spend</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>Lower level of local contributions from third party</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>
<tr>
<td><strong>Partnerships and consultation</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Difficulties maintaining partner support</td>
<td>Low</td>
<td>Key delivery partners within the BID area will be provided with regular updates and close working will continue beyond the funding period. The Borough Council has a formal requirement to deliver their Travel Plan in order to comply with the planning consent for the new Civic Hub. Keele University have proven their commitment through the previous North Staffordshire LSTF. The bid will help to deliver the BID Business Plan.</td>
</tr>
<tr>
<td>Lack of community engagement</td>
<td>Low</td>
<td>Pocket Places and community engagement will continue to be driven forward by the same officers within Sustrans who are already well known within the town and who already have</td>
</tr>
</tbody>
</table>
enthusiasm

a successful track record. Communities will be engaged through community hubs such as schools and community centres. County Council communication channels will be used to update the community on progress.

<table>
<thead>
<tr>
<th>Low uptake of Wheels to Work Project</th>
<th>Low</th>
</tr>
</thead>
<tbody>
<tr>
<td>The County Council has been running Wheels to Work programmes since 2008 and existing schemes within other areas of Staffordshire have a waiting list. If necessary, existing countywide funds will be reallocated to target Newcastle specifically.</td>
<td></td>
</tr>
</tbody>
</table>

B8. Management Case - Stakeholder Management

Staffordshire County Council will ensure that key stakeholders are involved in managing the project and are fully engaged at all stages of the process. Early consultation has already taken place with partners listed in Table 1 and this will continue throughout the delivery of the project. All partners share the same commitment to growing Newcastle in line with the LEP’s goals. Funding secured through this bid will create the valuable opportunity to draw on the ideas and expertise from partners and additional resources required in staff time to deliver this bid.

The package of initiatives has been influenced by the monitoring and evaluation of previous LSTF initiatives and by asking the opinions of our partners and are therefore tailored to their specific needs. Community participation and councillor engagement in decision-making and delivery will also be essential.

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 bid will be delivered by staff employed by Staffordshire County Council and existing partners. The viability of delivering the initiatives is evident from the track record on delivering our existing LSTF projects and the lessons that we have learnt through that process. We can mobilise and deliver from May 2016 as we have an established relationship with delivery partners.

The County Council has included Sustrans as a delivery partner in the bid who has confirmed a commitment to managing the Active Steps, Pocket Places and town centre community engagement events, with mobilisation at the beginning of the programme.

Delivery of other initiatives will be ensured through:

- The recruitment of a new Business Advocate through a competitive interview process.
- Awarding Business 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 Wheels around Newcastle led cycle rides from a list of potential providers that are already lined up and ready to be approached.
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 evaluation of impacts.

☑ Yes ☐ No

Before and after monitoring data will be collected and a monitoring report will be produced to identify the following to help inform future programmes for other towns in Staffordshire:

- Annual assessment of DfT GPS Trafficmaster Data
- Overall changes in the level of walking and cycling through counts and targeted surveys
- Behavioural change recorded at businesses engaged by the Business Advocate
- 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

### D1. Senior Responsible Owner Declaration

As Senior Responsible Owner for Access to Jobs, Training and Services in Newcastle-under-Lyme 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.

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.

<table>
<thead>
<tr>
<th>Name: Clive Thomson</th>
<th>Signed:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Position: Commissioner for Transport and the Connected County</td>
<td></td>
</tr>
</tbody>
</table>

### D2. Section 151 Officer Declaration

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

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

| Name: Andrew N Burns | Signed: A.N. Burns |
Access to Jobs, Training and Services in Newcastle-under-Lyme  
Method of Appraisal for STTY

Parameters of Appraisal

An appropriate current transport model is not available for Newcastle therefore the likely impact of the bid has been considered separately for each of the affected populations whilst ensuring no double counting. During the AM (0800 to 0900) and PM (1700 to 1800) weekday peaks the implementation of workplace travel plans and education travel plans will reduce car use and increase cycle, walk and bus journeys.

It is predominantly local baseline and modal transfer data that has been utilised to assess the impact of our proposals to ensure that the resulting increases in walking and cycling are appropriate to travel behaviour in Staffordshire. As part of the North Staffordshire LSTF project a number of travel surveys were undertaken showing the level of modal transfer away from the car that can be achieved with the business community. The Stafford LSTF project included the delivery of a range of measures at schools in Stafford. Before and after travel data was collected from participating students and this has been utilised for Newcastle forecasting.

Local baseline mode split data was available for Newcastle College students and staff, Newcastle Borough Council employees, Newcastle Community High School students and St John Fisher school students. The home location of Newcastle Borough Council employees was also available.

Existing Cyclists

A number of 12 hour cycle counts were undertaken at key locations around the town centre and used to calculate the number of existing daily cyclists. A permanent count elsewhere in the County enabled checks to be made for seasonality on the basis of 12 hour flows.

Existing Bus Passengers

Using data supplied by all operators for concessionary fare reimbursement, the number of boarding passengers in the whole of Newcastle-under-Lyme Borough has been calculated for the period April 2014 to March 2015. This includes all services which stop in Newcastle-under-Lyme Borough. The total number of passengers boarding for this period was 3,202,228.

Using passenger data supplied by First for concessionary fare reimbursement which includes the calculation of an average fare each month, over a 12 month period between April 2014 and March 2015 the average fare in Newcastle-under-Lyme is £1.88.

Travel Plan Support for Businesses
The bid proposes to work with the Business Improvement District (BID) covering the town centre. Newcastle Borough Council and staff at Newcastle College are members of BID and both provided detailed travel information. This included average distances travelled, home postcodes for staff and the mode split of journeys.

The BID area contains approximately 7700 jobs in total (2015 IDBR) across a number of sectors including Newcastle Borough Council and Newcastle College. The Council have around 250 of their staff based within the town centre and the College report a total of around 600 staff. Apart from these groups this bid intends to engage with 1000 other town centre staff to promote sustainable transport; cycling and walking in particular. This figure takes account of the timescales involved and that some employers can be hard to engage with if they do not operate office hours (e.g. restaurants and public houses) or require vehicles to operate (e.g. logistics and transportation).

Webtag M5-2 Modelling Smarter Choices, January 2014 indicates that the successful delivery of smarter choices through a workplace travel plan can achieve an 18% reduction in car trips. The Evaluation of the LSTF Travel Smart Programme, Final Report, April 2015 showed that there had been an 18.4% reduction in business car trips as a result of the LSTF project. This bid utilises a figure of 18% for robustness.

The new mode of travel was developed considering the level of investment, existing facilities and modal popularity in Newcastle. The following table shows the forecast new modes of travel for employees who will switch away from the car. As postcode data for employees was available, a detailed mode transfer by distance was able to be calculated which reflects the relative high cost of buses for very short distance journeys.

### BID Employees including Newcastle Borough Council

<table>
<thead>
<tr>
<th>Distance</th>
<th>Transfer Mode</th>
<th>Proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 1 mile</td>
<td>walk</td>
<td>80%</td>
</tr>
<tr>
<td></td>
<td>cycle</td>
<td>20%</td>
</tr>
<tr>
<td>1 - 2 miles</td>
<td>walk</td>
<td>40%</td>
</tr>
<tr>
<td></td>
<td>cycle</td>
<td>60%</td>
</tr>
<tr>
<td>2 - 5 miles</td>
<td>walk</td>
<td>10%</td>
</tr>
<tr>
<td></td>
<td>cycle</td>
<td>60%</td>
</tr>
<tr>
<td></td>
<td>bus</td>
<td>30%</td>
</tr>
</tbody>
</table>

Employees of Newcastle College who switch from the car have been forecast to use the following new modes of travel. These have been based on the existing high percentage of cyclists (5.7%) which will help to encourage others, low percentage of bus users (3.2%) and the relatively short distances travelled to work (41% travel 4 miles of less).

### Newcastle College Employees

<table>
<thead>
<tr>
<th>Transfer Mode</th>
<th>Proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>walk</td>
<td>30%</td>
</tr>
<tr>
<td>cycle</td>
<td>50%</td>
</tr>
</tbody>
</table>
Getting and Staying Active

This element includes the Active Steps project and sustainable travel promotion and training for secondary schools and Newcastle College.

Sustrans reported for Active Steps participants in South Hampshire (Active Steps Interim Report, September 2014) changes in the number of trips per week of less than 5 miles that were made by car, walking and cycling as a result of the 10 week programme. It can be seen that there were more new walk and cycle trips than there was a reduction in car trips.

Staffordshire have implemented an Active Steps programme with Sustrans in Tamworth and the scheme was very attractive to residents. Based on experience gained from that project and other delivered by Sustrans it has been estimated that 90 people will participate in the Newcastle Active Steps programme.

In Southampton 53.8% of participants reduced trips by car and on average that amounted to 1.7 trips per week of less than 5 miles in distance. 55.6% of participants walked more and on average that amounted to 1.3 trips per week. 76.9% of participants cycled more and on average that amounted to 6.5 trips per week. These figures have been used to forecast the impact expected in Newcastle.

Newcastle College provides a range of courses encompassing full time, part time and apprenticeships. The total number of students on roll is 8316 and from information provided by the College it has been estimated that this equates to approximately 4990 full time equivalent (FTE) students. The FTE has been used as the basis for forecasting the reduction in car trips per day and new cyclists per day for robustness.

Students attending Newcastle College have been forecast to reduce the number of car trips by 10% (Webtag M5-2 Modelling Smarter Choices, January 2014). The College students already have low car usage (15% car driver and 19% car passenger) and high bus usage 51% which is nearing saturation. The survey sampled didn’t include any cyclists which is likely to be an underestimate as the college does provide ample cycle parking facilities. The activities proposed for the college including implementation of a student travel plan, safe cycle training and cycle maintenance courses. The College already has a direct connection to the Greenway off-road cycle route which links to surrounding residential areas. The following distribution of new modes for car drivers changing their travel behaviour has been developed based on the above.

<table>
<thead>
<tr>
<th>Newcastle College Students</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Transfer Mode</strong></td>
</tr>
<tr>
<td>walk</td>
</tr>
</tbody>
</table>
The project includes engagement with students attending Newcastle Community High School and St John Fisher Roman Catholic School both located within the study area. The existing mode split and total number of students on roll for both schools have been taken from Pupil Level Annual School Census (PLASC) returns.

Extensive engagement with school pupils was undertaken in Stafford as part of the Stafford LSTF project. Before and after travel data was collected from participating students and this has been utilised for Newcastle forecasting. It showed a 28% reduction in students arriving by car. Local knowledge of Newcastle has guided the distribution of trips previously undertaken by car on to sustainable modes and the following split has been applied.

<table>
<thead>
<tr>
<th>Transfer Mode</th>
<th>Proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>walk</td>
<td>60%</td>
</tr>
<tr>
<td>cycle</td>
<td>30%</td>
</tr>
<tr>
<td>bus</td>
<td>10%</td>
</tr>
</tbody>
</table>
Reduced mortality as a result of changes in cycling behaviour

The cycling data you have entered corresponds to an average of 2,495 km per person per year. This level of cycling provides an estimated protective benefit of: 21% (compared to persons not cycling regularly)

From the data you have entered, the number of individuals who benefit from this level of cycling is: 269

Out of this many individuals, the number who would be expected to die if they were not cycling regularly would be: 0.67

The number of deaths per year that are prevented by this level of cycling is: less than 1

Economic value of cycling

Currency: GBP, rounded to 1000

<table>
<thead>
<tr>
<th>Description</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>The value of statistical life applied is</td>
<td>3,229,000 GBP</td>
</tr>
<tr>
<td>Based on a 5 year build up for benefits, a 1 year build up for uptake of cycling, and an assessment period of 5 years:</td>
<td></td>
</tr>
<tr>
<td>the average annual benefit, averaged over 5 years is:</td>
<td>218,000 GBP</td>
</tr>
<tr>
<td>the total benefits accumulated over 5 years are:</td>
<td>1,090,000 GBP</td>
</tr>
<tr>
<td>the maximum annual benefit reached by this level of cycling, per year, is:</td>
<td>445,000 GBP</td>
</tr>
<tr>
<td>This level of benefit is realised in year 7 when both health benefits and uptake of cycling have reached the maximum levels.</td>
<td></td>
</tr>
<tr>
<td>When future benefits are discounted by 5% per year:</td>
<td></td>
</tr>
<tr>
<td>the current value of the average annual benefit, averaged across 5 years is:</td>
<td>181,000 GBP</td>
</tr>
<tr>
<td>the current value of the total benefits accumulated over 5 years is:</td>
<td>904,000 GBP</td>
</tr>
</tbody>
</table>

Please bear in mind that HEAT does not calculate risk reductions for individual persons but an average across the population under study. The results should not be misunderstood to represent individual risk reductions. Also note that the VSL not assign a value to the life of one particular person but refers to an average value of a “statistical life”.

It is important to remember that many of the variables used within this HEAT calculation are estimates and therefore liable to some degree of error.

You are reminded that the HEAT tools provide you with an approximation of the level of health benefits. To get a better sense for the possible range of the results, you are strongly advised to rerun the model, entering slightly different values for variables where you have provided a “best guess”, such as entering high and low estimates for such variables.
Reduced mortality as a result of changes in walking behaviour

The walking data you have entered corresponds to an average of $2.26$ km per person per day.

This level of walking provides an estimated protective benefit of: $13\%$ (compared to persons not walking regularly)

From the data you have entered, the number of individuals who benefit from this level of walking is: $133$

Out of this many individuals, the number who would be expected to die if they were not walking regularly would be: $0.58$

The number of deaths per year that are prevented by this level of walking is: less than 1

Economic value of walking

Currency: GBP, rounded to 1000

<table>
<thead>
<tr>
<th>Description</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>The value of statistical life in your population is:</td>
<td>3,229,000 GBP</td>
</tr>
<tr>
<td>Based on a 5 year build up for benefits, a 1 year build up for uptake of walking, and an assessment period of 5 years</td>
<td></td>
</tr>
<tr>
<td>the average annual benefit, averaged over 5 years is:</td>
<td>118,000 GBP</td>
</tr>
<tr>
<td>the total benefits accumulated over 5 years are:</td>
<td>591,000 GBP</td>
</tr>
<tr>
<td>the maximum annual benefit reached by this level of walking, per year, is:</td>
<td>241,000 GBP</td>
</tr>
<tr>
<td>This level of benefit is realised in year 7 when both health benefits and uptake of walking have reached the maximum levels.</td>
<td></td>
</tr>
</tbody>
</table>

When future benefits are discounted by $5\%$ per year:

<table>
<thead>
<tr>
<th>Description</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>the current value of the average annual benefit, averaged across 5 years is:</td>
<td>98,000 GBP</td>
</tr>
<tr>
<td>the current value of the total benefits accumulated over 5 years is:</td>
<td>491,000 GBP</td>
</tr>
</tbody>
</table>

Please bear in mind that HEAT does not calculate risk reductions for individual persons but an average across the population under study. The results should not be misunderstood to represent individual risk reductions. Also note that the VSL not assign a value to the life of one particular person but refers to an average value of a “statistical life”.

It is important to remember that many of the variables used within this HEAT calculation are estimates and therefore liable to some degree of error.

You are reminded that the HEAT tools provide you with an approximation of the level of health benefits. To get a better sense for the possible range of the results, you are strongly advised to rerun the model, entering slightly different values for variables where you have provided a “best guess”, such as entering high and low estimates for such variables.

Please bear in mind that HEAT does not calculate risk reductions for individual persons but an average across the population under study. The results should not be misunderstood to represent individual risk reductions. Also note that the VSL not assign a value to the life of one particular person but refers to an average value of a “statistical life”.

It is important to remember that many of the variables used within this HEAT calculation are estimates and therefore liable to some degree of error.

You are reminded that the HEAT tools provide you with an approximation of the level of health benefits. To get a better sense for the possible range of the results, you are strongly advised to rerun the model, entering slightly different values for variables where you have provided a “best guess”, such as entering high and low estimates for such variables.
16th March 2016

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

Dear Clive,

ACCESS TO JOBS, TRAINING AND SERVICES IN NEWCASTLE-UNDER-LYME

I am writing in support of the bid submitted by Staffordshire County Council for the Sustainable Travel Transition Year Revenue Competition 16/17 to improve access to jobs, training and services in Newcastle-under-Lyme.

Funding will help us deliver an important part of the Stoke and Staffordshire LEP Strategic Economic Plan; to make our Urban Centres better connected and more competitive. By creating and promoting more and better travel choices between local communities, jobs, services and training, travel barriers will be overcome and Newcastle-under-Lyme will grow in a more sustainable manner with local communities becoming healthier by being more active.

We have identified a clear need to invest in a capital programme of Local Sustainable Transport Packages within our Local Growth Fund bid. Newcastle-under-Lyme has been identified for early intervention given the availability of developer funding, advanced state of planning of capital works and the opportunity to make a significant impact on local communities that currently exhibit characteristics of multiple deprivation and health issues. We have committed £750,000 of Growth Deal funds to the Newcastle-under-Lyme Local Sustainable Transport Package in 2016/17 and 2017/18.

Yours sincerely

[Signature]

Peter Davenport
Partnership Manager

1st Floor, Broad Eye Building, Earl Street, Stafford, ST16 2QR
Clive Thomson,
Commissioner for Transport and the Connected County.
Staffordshire County Council

By email to clive.thomson@staffordshire.gov.uk

Dear Clive

Sustainable Transport Transition Year Bid
Access to Jobs, Training and Services in Newcastle-under-Lyme

I am writing with respect to the bid for Sustainable Transport Transition Year revenue funds for 2016/17 submitted by Staffordshire County Council, working with a range of organisations including the Borough Council. At a level of principle I can confirm Newcastle-under-Lyme Borough Council’s support for the bid and our commitment to helping to deliver the projected outcomes.

At a finer grain I should confirm the Council recognises that the four elements contained within the bid (Element 1 - Travel Plan Support for Businesses, Element 2 - Getting and Staying Active, Element 3 Town Centre Wayfinding, Element 4 Community Engagement and Enabling) will positively contribute towards improving the health and wellbeing of a wide age range of the Borough’s residents and in particular acknowledge that it will be of invaluable assistance to those businesses and their employees and patrons located within the Town Centre Business Improvement District (BID). The Council has played a significant contributory role in the establishment of the BID and continues to provide both direct service delivery and in-kind support to the BID in an attempt to improve the fortunes of the town centre economy.

In addition to the latter specific initiative I can confirm that the Borough Council will commit staff resources to elements of the project which is the subject of the above funding bid. 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.

In order to promote cycling and walking to the local community the Borough Council will commit staff resources to support community events and continue to work in partnership with the Business Improvement District to help in engaging with the private sector.

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. 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. Our Detailed and Further Assessment Report gives details of the impacted locations and also apportions the sources of emissions by vehicle type. This report and the subsequent Update and Screening Assessments

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and Progress Reports can be viewed online at www.newcastle-staffs.gov.uk/laqm. The initiatives in the bid will also be an important component of the package of measures identified in the emerging Air Quality Area Action Plan being produced for the town centre Air Quality Management Area thereby addressing health inequalities.

As the function of the town centre is being redefined, you will be interested to know that 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.

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.

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.

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 this ambitious package.

Yours sincerely

Neale Clifton
Executive Director – Regeneration & Development Services

Direct line: 01782 742400
e-mail: neale.clifton@newcastle-staffs.gov.uk

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18th March, 2016.

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

Dear Ms Chell,

We are writing with reference to your proposed bid for funding to the Department for Transport.

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.

There are areas you focus on which are of specific relevance to the BID business plan: town centre walking and wayfinding improvements, online mapping, signing review, and subways improvements. As such, we would be prepared to make a financial contribution of £8,000 which we earmarked for projects of this nature.

There are also areas of focus which support the overall BID ethos, which were not identified as projects which we would concentrate on independently, but - if delivered - have a strong link with the BID’s objectives to support businesses, reduce their overheads, improve access and signage and to contribute to Newcastle being a ‘smart’ town. 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.

We would be interested in being involved actively in this project as part of a delivery board, as necessary.

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

Yours sincerely,

Matt Taylor
Newcastle-under-Lyme BID Manager
Download our prospectus here: http://www.visitnewcastleunderlyme.co.uk/downloads
23 March 2016

Clive Thomson  
Commissioner for Transport and the Connected County  
Staffordshire County Council  
Wedgwood Buildings  
Tipping Street  
Stafford  
ST16 2DH

Dear Clive

Access to Jobs, Training and Services in Newcastle-under-Lyme

Newcastle-under-Lyme College fully supports the bid for Sustainable Transport Transition Year revenue funds for 2016/17 submitted by Staffordshire County Council, and is committed to helping to deliver the projected outcomes. The College welcomes the benefits of improved sustainable access to the College and the health benefits to students and staff.

The College is a member of the Business Improvement District and is interested in being actively involved in the initiatives included in the bid. We will commit staff resources to delivering Active Steps and Wheels around Newcastle, by promoting these programmes with staff and students and support will also be provided when the Bike Bus is used at events at the College.

Yours sincerely

Craig Hodgson  
Vice Principal
Clive Thomson  
Commissioner for Transport and the Connected County  
Staffordshire County Council  
Wedgwood Buildings  
Tipping Street  
Stafford  
ST16 2DH  

Monday 21st March 2016  

Dear Clive  

Access to Jobs, Training and Services in Newcastle-under-Lyme  

I am writing with respect of the bid for Sustainable Transport Transition Year revenue funds for 2016/17 submitted by Staffordshire County Council, working with a range of organisations including ourselves. I can confirm Keele University’s support for the bid and our commitment to helping to deliver the projected outcomes.  

Keele University was engaged in the North Staffordshire Local Sustainable Transport Fund (LSTF) initiative ‘Stoking Employment in North Staffordshire’ that provided travel clinics, cycle support and bus passes to the University. We have implemented, on a small scale, some of the initiatives such as a staff and student cycle hire scheme and monthly cycle maintenance sessions. Further funded support delivered as part of this Sustainable Transport Transition Year bid would enhance Keele’s Green Travel Plan and increase the number of students and staff engaged in sustainable travel activities.  

Keele University will commit staff resources to delivering Active Steps and Wheels around Newcastle, by promoting these programmes with staff and students. Support will also be provided when the Bike Bus is used at events at the University and at Pocket Places community initiatives held along the corridor between the town centre and the University.  

Yours sincerely  

David Sanderson  
Assistant Director of Estates and Development
23rd March 2016

To whom it may concern

Staffordshire Health & Care supports the Local Sustainable Transport Fund bid for Newcastle under Lyme that is being led by the County Council’s Transport & Connected County Team. The County Council is currently working collaboratively with Newcastle under Lyme Local Strategic Partnership to tackle health inequalities across Newcastle. Health & Care resources have been committed to this partnership for 2016/17 to support health improvement outcomes.

Moving forward Staffordshire County Council Health & Care Team has identified workplaces as a key focus to address population health improvement. Over the next few months we will strengthen our approach to improving workplace health across the County. We recognise that enabling active travel to and from the workplace is a positive way of encouraging people to build physical activity into their daily lives.

Staffordshire County Council Health & Care supports the work streams identified in this bid. We will provide resources in the form of officer time and Public Health Intelligence and Insight to ensure that the resource provided by way of this bid is targeted to residents who live within the 12 lower super output areas (LSOAs) within Newcastle under Lyme (15% - 18,000 people).

Yours sincerely

Jacqueline Small
Deputy Director (Public Health) & Head of PH Programmes and Planning
Dear Louise,

Sustrans welcomes these proposals to improve access to jobs, training and services in Newcastle-under-Lyme through a package of measures to encourage people to walk, cycle and use public transport for local trips. There are a number of significant trip generators in the area, including shops, offices, a college and university, who would all greatly benefit from this support.

Sustrans has been delivering a Pocket Places for People project in Newcastle-under-Lyme in partnership with the County and Borough Councils over the past two years. This has identified existing barriers to walking and cycling and demonstrated that local people are keen to contribute to developing solutions that enable them to travel more actively.

This proposal offers a great opportunity to further build on existing work, such as the implementation of a town centre way-finding strategy, and will enable us to extend this approach to the key transport corridor between the town centre and Keele University.

Sustrans is well placed to raise awareness of opportunities for people to choose active and sustainable travel options for everyday journeys through our Smarter Choices programmes, which provide travel advice and activities that support people to walk and cycle more.

Our Active Steps project offers participants an intensive health-focused programme that supports them to increase everyday physical activity through regular walking and cycling. This has already been very successful in Tamworth, where we have been delivering over the past year, and we would be delighted to extend this to Newcastle-under-Lyme and provide a particular focus on enabling more people to walk and cycle for the journey to work.

Sustrans looks forward to working with Staffordshire County Council to develop all of these proposals further and is happy to provide general support and technical input as required. We fully endorse the proposals outlined in this application and hope to be able to contribute towards the delivery of the various elements contained in this programme.

Yours sincerely,

Matthew Easter
England Director, Sustrans (Midlands)