Local Sustainable Transport Fund 15/16 Revenue
Application Form Checklist

Lead authority: Staffordshire County Council

Project Name: Access to Jobs, Training and Services in Tamworth

SECTION A

<table>
<thead>
<tr>
<th>Item</th>
<th>Section / page</th>
</tr>
</thead>
<tbody>
<tr>
<td>A3. Have you appended a map?</td>
<td>Pg 5 and 7</td>
</tr>
<tr>
<td>A6. Have you enclosed a letter confirming the commitment of external sources to contribute to the cost of a specific package element(s)?</td>
<td>Pg 29-30</td>
</tr>
<tr>
<td>A8. Have you included supporting evidence of partnership bodies’ willingness to participate in delivering the bid proposals?</td>
<td>Pg 3-4 and letters</td>
</tr>
<tr>
<td>A9. Have you appended a letter from the relevant LEP(s) supporting the proposed scheme?</td>
<td>Pg 26-28</td>
</tr>
</tbody>
</table>

SECTION B

B3: Economic Case Assessment

<table>
<thead>
<tr>
<th>Item</th>
<th>Section / page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assessment of Economic impacts</td>
<td>Pg 14-16</td>
</tr>
<tr>
<td>Assessment of Environmental impacts</td>
<td>Pg 14-16</td>
</tr>
<tr>
<td>Assessment of the Social and Distributional Impacts</td>
<td>Pg 17 and 15</td>
</tr>
<tr>
<td>Have you provided a completed Scheme Impacts Pro Forma?</td>
<td>Pg 23-24 and excel file</td>
</tr>
</tbody>
</table>

B5 - B9: Management Case Assessment

<table>
<thead>
<tr>
<th>Item</th>
<th>Section / page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Has a Project Plan been provided?</td>
<td>Pg 18-19</td>
</tr>
<tr>
<td>Has a letter relating to land acquisition been appended to your bid (if required)?</td>
<td>N/A</td>
</tr>
<tr>
<td>Assessment of Statutory Powers and Consents (if required)</td>
<td>Pg 19</td>
</tr>
<tr>
<td>Has an organogram been appended to your bid?</td>
<td>Pg 19</td>
</tr>
<tr>
<td>Has a Risk Management Strategy been provided?</td>
<td>Pg 19-20</td>
</tr>
<tr>
<td>Assessment of Stakeholder Management</td>
<td>Pg 20-21</td>
</tr>
</tbody>
</table>

B10: Commercial Case Assessment

<table>
<thead>
<tr>
<th>Item</th>
<th>Section / page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Have you attached a joint letter from the local authority’s Section 151 Officer and Head of Procurement confirming that a procurement strategy is in place that is legally compliant and is likely to achieve the best value for money outcome?</td>
<td>Pg 25</td>
</tr>
<tr>
<td>Have you provided evidence that you are able to begin delivery at the start of the funding period?</td>
<td>Pg 21</td>
</tr>
</tbody>
</table>

SECTION D

<table>
<thead>
<tr>
<th>Item</th>
<th>Section / page</th>
</tr>
</thead>
<tbody>
<tr>
<td>D1. Has the SRO declaration been signed?</td>
<td>Pg 22</td>
</tr>
<tr>
<td>D2. Has the Section 151 Officer declaration been signed?</td>
<td>Pg 22</td>
</tr>
</tbody>
</table>
Local Sustainable Transport Fund 15/16 Revenue Application Form

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


SECTION A - Project description and funding profile

A1. Project name: Access to Jobs, Training and Services in Tamworth

A2. Headline description:
Data and consultations confirm that Tamworth suffers from areas of congestion which will worsen with planned growth. The car is relied upon for short trips and longer commuter trips to the West Midlands. Good use is made of bus and rail services, although walking and cycle networks are not well used in peak periods.

To achieve LEP goals, this package builds on improvements already programmed by providing further interchange and network enhancements and promoting door-to-door links for all. Revenue initiatives include the ‘INTO’ Campaign launched through Stafford LSTF, ‘Business Travel Network’, ‘Bike Bus’, Community Forum, Sustrans ‘Active Steps’, cycle training, school travel planning, discounted public transport tickets, smart ticketing and a ‘Bus Quality Network Partnership’.

Delivery will help tackle health and social issues related to obesity, deprivation and low car ownership. Commitment to delivery has been secured from Tamworth Borough Council, employers, Chamber of Commerce and a bike shop.

A3. Geographical area:

Figure 1:

This bid relates to the single geographical area of Tamworth Borough which is located 18 miles from the West Midlands conurbation and is only 12 square miles in extent. It has a compact urban form with a network of green linkages and a development pattern focused around connected neighbourhoods and centres, providing good opportunities for sustainable travel.

The population is 76,000 and 26,200 people work in Tamworth. Whilst manufacturing is still important, the majority of jobs are now in the service industry. Despite good levels of employment, 18% of the population live in areas that are amongst the most deprived in England. Tourism and retail play an important role in the Borough’s economy. Visitor attractions include a Norman Castle in the town centre, Snowdome, Ventura Retail Park and Drayton Manor Theme Park.
A4. Total package cost (£m): £4.146m
A5. Total DfT revenue funding contribution sought (£m): £1m

A6. Local contribution (£m):
£620,000 of capital local contributions from the Integrated Transport block, Tamworth Borough Council and secured developer funds will be provided to support this bid during the period 2015/16 to 2018/19. The capital programme could be bought forward if the opportunity for earlier funding becomes available. County Council revenue funds equating to £960,000 will also be made available during the six year period up to 2021. This is 158% of the amount of DfT funding that is being asked for. In addition, there is also agreement from the LEP for a £1.5 million allocation of Local Growth Fund to support this bid which equates to a total local contribution of over 300% of the amount of DfT funds required. The 2015/16 local contribution is 45% (excluding LGF) and 86% (including LGF).

Scheme Element 1: Enhanced Public Transport
£30,000 IT block and £230,000 secured S106 funds is available to help fund this element, together with an LGF contribution of £766,000.

Scheme Element 2: Active Travel Revolution
£80,000 from Tamworth Borough Council and £280,000 IT block is available to fund this element, together with an LGF contribution of £800,000.

Scheme Element 3: Travel Support for Businesses (revenue)
A revenue contribution of £30,000 will be provided from the existing Wheels to Work scheme serving Tamworth Borough, including income received from existing clients benefiting from the scheme.

Scheme Element 4: Walking/Cycling Engagement and Enabling (revenue)
£480,000 of County Council revenue funds will be used to promote and deliver a range of road safety education and sustainable travel initiatives all of which support the objectives of the bid.

Scheme Element 5: Public Transport Engagement and Enabling (revenue)
Staffordshire County Council is a national leader in discretionary travel allowance. £450,000 of County Council revenue funds will be used to deliver the young persons’ concessory fares scheme, Your Staffordshire Card, which will complement this bid. 4,024 young people in Tamworth have had a card that provides 24/7 discounted bus travel to people under 20 anywhere within Staffordshire for just £1 per journey.

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 with the following partners who have helped to shape the LSTF package. Table 1 summarises the role of each partner and letters of commitment are attached. 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</th>
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<tbody>
<tr>
<td>Stoke-on-Trent / Staffsordshire LEP</td>
<td>The bid will help to deliver an important part of the Stoke and Staffordshire LEP Strategic Economic Plan; to make our Urban Centres better connected and more competitive. The LEP offers in principle support for the bid with £1.5m over the LGF Period.</td>
</tr>
<tr>
<td>Greater Birmingham &amp; Solihull LEP</td>
<td>LSTF funds will help to deliver Programme 3: Unlocking other growth opportunity areas and in particular 3b: Local regeneration - Improving the places and town centres which have the potential to support growth.</td>
</tr>
<tr>
<td>Chamber of Commerce</td>
<td>Support the bid as they consider traffic congestion increases costs to local businesses. They are committed to leading on sustainable travel engagement with businesses and collection and analysis of data. The County Council is fully involved in the Chamber’s quarterly Transport Committee at which consultation on LSTF has taken place.</td>
</tr>
<tr>
<td>Tamworth Borough</td>
<td>A local contribution of £80k is confirmed. The Borough is already working to foster strong relationships with the community and develop a programme of community engagement.</td>
</tr>
</tbody>
</table>
Council

Active Tamworth was launched in 2014 focusing on achieving an increase in activity among Tamworth residents. It will continue beyond 2015/16 and will develop intervention programmes and release information into the community.

Tamworth Strategic Partnership

This existing Partnership is led by Tamworth Borough Council with the aim of planning and programming projects designed to achieve the shared priority of ‘One Tamworth, Perfectly Placed’. Membership includes the Business Enterprise Partnership, Police, health, local authorities, education and voluntary sector.

Business and Economic Partnership

The Business Economic Partnership was established in 2009 as a voluntary coming together of businesses with the aim of supporting economic growth by influencing, lobbying and monitoring the actions of local businesses, coordinating engagement activities and commissioning products and services to the business community.

Arriva

The main bus operator supports provision of RTPI and Wi-Fi and will contribute to discounted ticket initiatives, taster tickets, salary sacrifice schemes, participation in publicity events, bus forums and will be an active member of the Business Travel Network.

Drayton Manor Theme Park

They are committed to delivering their Travel Management Plan, a Network Management Protocol, a signing strategy managing 1.2m annual visitor routes and liaison with Arriva.

They are committed to spending £50,000 on rail marketing.

Director of Public Health for Staffordshire

Will work with the County Council to maximise active travel and is committed to supporting delivery of this project. Public Health will provide relevant data to identify issues and evaluate health benefits of interventions. Active Staffordshire will be a flagship partnership that will bring interested organisations and local communities together.

JMW

JMW are the current Real Time Passenger Information system and hardware suppliers for the County Council and have been working in close partnership since March 2010.

J.B. Aucott (Ventura Retail Park)

J.B. Aucott represents the tenants on Ventura Retail Park. They fully support the objectives of the scheme and will do what they can to help deliver the project.

London Midland

Completed a scheme to renovate the station representing an investment of around £1m from the National Stations Improvement Programme which complements this bid.

Sustrans

Sustrans looks forward to working with Staffordshire County Council to develop these proposals further and is happy to provide technical input as required. An ‘Active Steps’ project offers participants an intensive health-focused programme that encourages them to increase everyday physical activity through regular walking & cycling.

Destination Tamworth

This is an existing Partnership that engages and involves all sectors of the business, resident, public and voluntary communities in the process of regenerating Tamworth.

David Owen Cycles

Committed to delivering initiatives such as free cycle hire to families of low income, cycle training and maintenance, promotion of electric bikes, Monday and Friday walking clubs.

A9. Local Enterprise Partnership:

Tamworth Borough is within the Stoke-on-Trent and Staffordshire LEP area and a letter of support is provided. The LEP has identified a clear need to invest in a capital programme of LSTF within the Local Growth Fund bid. Evidence is on Part 1, Chapter 3, p20-24 of the main Strategic Economic Plan, Chapter 3 of the Implementation Plan and Appendix A. Tamworth Borough Council is also a member of the Greater Birmingham and Solihull LEP, who also supports sustainable transport in their SEP as evidenced in Programme 2 and Programme 3. This is confirmed in their letter of support.

SECTION B – The Business Case

B1. The Scheme - Summary

Long Term LSTF Strategy for Staffordshire

The long term strategy for Tamworth is to deliver the Tamworth Borough Integrated Transport Strategy for the emerging Local Plan period up to 2031 and the full LSTF town centre package for Tamworth during the Strategic Economic Plan period. The vision for Staffordshire up to 2021 is to deliver similar LSTF packages for all Strategic Centres identified in the Strategic Economic Plan, including extended packages for Tamworth, Stafford and North Staffordshire and new packages for Burton-upon-Trent, Lichfield and Cannock, learning from the lessons of delivering existing LSTF packages. The LEP will rely on on-going support for such initiatives from LGF, Integrated Transport capital funds, developer contributions and future LSTF revenue.
Recent Transport Improvements Delivered/Programmed for Tamworth

Over the last three years a number of significant transport interventions have been implemented in Tamworth particularly focused around Ventura Retail Park. These interventions have been both developer and publicly funded. At Ventura Retail Park, there have been significant improvements to junctions and a new vehicular exit which has helped to improve highway capacity and ease congestion. On the route between Ventura Retail Park and the town centre a new pedestrian crossing facility has been provided. In addition, the existing frequent bus service has been rebranded and new bus shelters have been provided to serve new developments close to the Retail Park which has received support from local bus users. In 2014/15, further bus improvements are proposed using LTP funds on the inter-urban route between Lichfield and Tamworth.

The County Council has successfully secured Local Pinch Point Funds to deliver a highway scheme in 2014/15 along Upper Gungate which is one of the most congested corridors in Tamworth. The scheme will significantly reduce delays along the corridor from 65.96 to 51.93 vehicle hours in the AM peak. In the PM peak delay will reduce from 61.36 to 51.28 vehicle hours in the 2015 opening year. Going forward, there is also the opportunity to manage delays on the A5(T) adjacent to Tamworth at the Mile Oak junction in accordance with the Highways Agency Route Based Strategy.

Tamworth LSTF Scheme Description

Elements 1 and 2 are identified on Figure 2:
Element 1: Enhanced Public Transport

Tamworth Rail Station Gateway Improvements
Works were completed in January 2013 through the National Stations Improvement Programme including refurbishment, lighting, CCTV, improved access to platforms and cycle provision. LGF capital funds will build upon this by delivering forecourt improvements, enhanced signing and lighting and information maps, expansion of pedestrian areas, improved footways and crossings and public realm in vicinity of the station.

Real Time Bus Passenger Information (RTPI) and Wi-Fi
Both capital funds and LSTF revenue will be used to improve the accuracy, accessibility and reliability of bus information. RTPI will be introduced in Tamworth through the expansion of the existing system provided in North Staffordshire and Stafford. The central system is flexible and provides travel information and route planning that is accessible to third parties. It includes the latest RNIB technology and core information can be delivered in various platforms. In-shelter information displays will be provided, along with journey planning kiosks at key destinations. We will work with operators to ensure that Wi-Fi Units and devices to connect to the cellular data network are installed on all buses. The bus operators will fund the on-going costs.

Bus Stop and Shelter Upgrades
Bus stops and shelters will be upgraded on Route 2 (Tamworth-Gillway-Perrycrofts) and Route 6 (Tamworth-Ventura Park Circular). Upgrades will include raised platforms/kerbs, installation of shelters, lighting improvements, timetable provision and RTPI. Within the town centre, improvements to stops on Victoria Road and Corporation Street are proposed including stop layouts and pedestrian area enhancements. This will complement the measures to be delivered in Element 2 within the town centre.

Element 2: Active Travel Revolution

The scheme is a relatively low-cost solution that will help to walk and cycle proof a key urban corridor in Tamworth and manage the interactions between traffic and vulnerable road users. A visually clear, safe and continuous route will be created between Ventura Retail Park, the town centre and rail station. The scheme details are shown in Figure 3.

Ventura Retail Park to Town Centre Connectivity
New surfacing will be used to create a continuous feel to the route. Vegetation will be removed and open spaces created to make the route more attractive for vulnerable users and provide enhanced views of Tamworth Castle. Directional and feature signing will be provided creating focal points with information such as walk times and key destinations.

The Riverdrive crossing facility and underpass will be upgraded, improving safety and legibility. The widening and enhancement of footways will be essential to emphasise the route to and from Ladybridge. The Lichfield Street / Silver Street / Aldergate junction will be modified through the removal of guardrail, carriageway widening on Lichfield Street, upgrade of pedestrian crossing facilities and signal timing adjustments.

Town Centre to Rail Station Connectivity
A widened pedestrian area with new bus shelters and Real Time Bus Passenger Information will be provided on Victoria Road where there is a main public transport interchange point, complementing the facilities provided in Element 1. Cycle storage will also be provided in the town.

Enhancements will be made to visually widen and increase the attractiveness of Victoria Road which will be the key pedestrian corridor linking to the station. Treatment will include revisions to on-street car parking arrangements, amendments to junctions to increase vehicle awareness of pedestrians and cyclists, improved street lighting, uniform upgraded surfacing and new landscaped areas to improve visibility to the rail station.

The existing footway and pedestrian crossing facility at the eastern end of Albert Road will be widened and new surfacing will be provided to improve safety and legibility. Signal controlled crossing facilities on Offadrive will be relocated to provide a more direct link to the rail station. The Offadrove/Saxon Drive roundabout junction will be re-modelled to reduce the height of the central island allowing greater inter-visibility between Victoria Road and the station. Street furniture will be simplified on the route to the station and enhancements will tie in and complement the Tamworth Rail Station Gateway Improvements under Element 1.
Element 3 – Travel Support for Businesses (Revenue Bid)

Business Travel Network
A Business Travel Network (BTN) will be created in Tamworth, modelled on the success of the BTN that is part of the Stafford LSTF scheme. It will be managed by the Chamber of Commerce and will meet on a quarterly basis to share best practice and networking, and to discuss travel to work issues, encourage businesses to produce Travel Plans and promote walking, cycling and public transport. Each meeting will be hosted and chaired by one of the businesses, providing a clear indication of their willingness to be involved in the BTN. This empowerment will help to create a legacy. Guest speakers will be invited to cover specific projects such as salary sacrifice for bus passes and cycle promotion.

Business Travel Grant
The Business Travel Grant has been a success story in Stafford that will be rolled out to Tamworth. In Tamworth, the grant will be for revenue initiatives funded through LSTF. 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 through the Business Travel Network.

Business Advocate
Using existing Chamber of Commerce contacts and networks, the Advocate will target businesses to promote the benefits of smarter travel to work choices. This will include car sharing that will be marketed through employment clusters, particularly targeted at staff that travel longer distances to work. The car sharing facility will be developed for sharing lifts to major destinations such as the railway station.

The Advocate will encourage businesses to provide baseline information. Through a combination of survey data and postcode plotting, travel patterns can be examined, with opportunities for smarter travel choices being identified. Larger retailers will be approached individually by the Advocate and smaller retailers will be offered travel advice through a series of drop-in travel plan sessions. Survey data and research findings will be shared with project partners including the Director of Public Health.

Wheels to Work
Wheels to Work will be funded in Tamworth to help people who cannot access employment or training. Short term transport solutions will be provided through bus passes and interest free cycle and moped loans. 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). Electric bike and electric moped loan schemes will also be piloted. These options are appropriate for people who are unable to hold a driving license due to medical grounds. By having a hub in Tamworth the costs of delivery and collection will be reduced. Clients will receive a tailor made package to suit their needs including training, an induction to their moped and fitting of their safety equipment.

Element 4: Walking/Cycling Engagement and Enabling (Revenue Bid)

The delivery of Element 4 will rely on LSTF revenue and will support the infrastructure provided in Element 2. The INTO campaign (Inspiring New Travel Options) that has been introduced in Stafford through the existing LSTF scheme will be extended to Tamworth during 2015/16. Details can be found at http://www.staffordshire.gov.uk/transport/Stafford/home.aspx.

The Tamworth Bike Bus

The already established Stafford LSTF Bike Bus will be used in Tamworth. It is a fully mobile bike centre and will form the keystone of community and business events and the provision of training and safety advice. The Bike Bus will have a senior instructor to be funded through LSTF. The instructor will be supported by a small number of freelance instructors/ride leaders, local volunteers and Tamworth Borough Council’s Sports and Leisure Department. The target audience will be current and potential new cyclists in Tamworth in particular short distance car commuters.

Community Engagement and Travel Support

A project manager will be funded to oversee this element and manage the new ‘Connecting Tamworth Community Forum’. Community Travel Funding will be awarded to community groups in order for them to promote walking and cycling in their areas. For example, Street Wardens may receive maintenance training and ride leader training and Cycling Champions will be established in their local areas. Community events will be held, open to all Tamworth residents and employees. They will promote the existing extensive cycle networks within Tamworth and showcase and consult on new walking and cycling routes being delivered. Local cyclists and walkers themselves will be involved in identifying improvements that are needed to encourage sustainable travel. The Bike Bus will be compulsory at any event.

Leisure cycling will be promoted at community events and the message that cycling is fun will be advocated. The scheme will boost leisure cycling which builds on the evidence that occasional ride for pleasure can lead to cycling becoming the natural choice for making many daily journeys. A Sustrans ‘Active Steps’ project officer will be appointed to offer an intensive health-focused programme that encourages everyday physical activity. The Tamworth Cycle Network Map will be updated and distributed and a follow up Leisure Route map and a ‘how to get to the station information leaflet’ will be produced.

Confidence to Ride and Bikeability for Adults

LSTF funds will ensure that cyclists have access to adequate training to enable them to cycle safely and confidently on the road. The cycle safety message will be communicated to both drivers and cyclists. Training and confidence sessions will be organised in partnership with Tamworth Borough Council Sports and Leisure Department and supported by local community groups and businesses. Venues will be within communities and will have starting points along the improved routes between Ventura Retail park, the town centre and rail station to be delivered in Element 2.

Focused School and College Travel Planning

LSTF will fund two school travel advisors who will work with local schools and Tamworth College. The focus will be on congested corridors such as Upper Gungate and schools that have the greatest potential for modal shift, based on travel survey data. Packs will be issued to families with children starting in reception; transition boxes will be provided for Year 6 pupils moving to new secondary schools and work will also be carried out with Secondary Schools. Packs will include maps, a DfT journey planner, bus timetable information, Walkit.com instructions and how to apply for Your Staffordshire Card. Targeted schools will be offered Walking Buses, Cycling and Scooter training, Park and Stride, Be Bright Be Seen campaign, Road Safety Education and Resources and Walk to School Days. 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 each school to enable the planning, monitoring and evaluation of all school travel initiatives.
LSTF funds will also enable existing projects to continue in Tamworth. For example, in 2011/12, a joint project between Staffordshire County Council, the Department for Health and Living Streets was delivered, focusing on encouraging more walking to school as a result of Healthy Weights data for Y6 pupils in Tamworth that identified a higher than average percentage of obesity.

Element 5: Public Transport Engagement and Enabling (Revenue Bid)

LSTF revenue in 2015/16 will be used to extend the INTO campaign to Tamworth through marketing and promoting the existing extensive bus network and any improved infrastructure that will start to be delivered through Local Growth Fund in 2015/16. Going forward, sustained marketing throughout the Local Growth Fund period will be vital to achieving bus patronage growth.

Smart Ticketing
Tamworth as one of the more geographically compact districts of Staffordshire is the ideal location to pilot a Smart Card that can then be rolled out to other parts of Staffordshire. It will improve the offer to residents and enhance the attractiveness of the Your Staffordshire Card. It will take the form of an E-purse card with users able to pre-purchase travel credit which can be used on the bus in a cash-free environment allowing users to benefit from operator led initiatives and discounts. Through LSTF, cards will be supplied free to users and will be made compatible with the bus operators’ various ticket machine systems. A range of tickets (daily, weekly, monthly) offering travel on all operators’ services will be introduced priced in agreement with operators. Individual operators’ will be permitted to retain their own products on the Smart Card and will be actively encouraged to offer additional discounts over paper forms of equivalent tickets.

Targeted Bus and Rail Marketing
Extensive bus and rail marketing will be organised jointly by Arriva, other bus operators, London Midland and the County Council. Bus marketing will focus on existing services including the Ventura Retail Park 30 minute frequency service and the promotion of RTPI being delivered. Bus and rail taster tickets and promotional material such as route maps, fare details and timetables will be distributed to residential properties, businesses and at local community events. Bus and rail use will also be promoted through the new ‘Connecting Tamworth Community Forum’ (see Element 4) and ‘Business Travel Network’ (see Element 3).

A launch of Smart Ticketing will be led by the County Council with operator support provided via websites, free inclusion of the logo on operator promotional material and displays on the exterior and interior of all vehicles operating in the Tamworth area. Costs are expected to be partially offset by partner arrangements with local businesses and attractions such as Drayton Manor Theme Park and the Snowdrome.

Voluntary Bus Quality Network Partnership
The County Council will co-ordinate powers included in the Transport Act 2000, Local Transport Act 2008 and related guidance, to develop a Voluntary Quality Partnership. Its aim will be to increase public transport usage through improving services, building upon the viability and sustainability of the commercial public transport network. The partnership will define the responsibilities on all partners and the service standards which are to be consistently delivered. The Voluntary Quality Partnership will encourage service providers to invest in quality vehicles, route branding and on-board facilities to be included as match funding investment. It will also ensure that bus operators update their on-bus ticket machines and provide back office support in order to facilitate reading Smart Cards.

B2. The Strategic Case

Objectives of the Proposed LSTF Scheme for Tamworth
The overarching wider objective is the creation of a Competitive Urban Centre and a Connected County in line with the Stoke-on-Trent and Staffordshire Strategic Economic Plan. The local economy will be supported by delivering the following objectives:

1. Enhance door-to-door sustainable transport links for existing and future businesses and households
2. Enable economic growth by providing travel choices and managing delays, congestion and air quality
3. Increase physical activity and improve health through walking and cycling
4. Deliver wider social benefits within the more deprived areas of Tamworth
5. Improved safety and security
These objectives will not be met if this package is not delivered. Other delivery options have been considered and it has been concluded that there are no credible lower cost alternatives available.

The bid will help to deliver the objectives of County Council’s Strategic Plan 2013 - 2018 and the Local Transport Plan priorities. The LTP accords with national transport policies and has been assessed through Strategic Environmental Assessment (SEA), Health Impact Assessment (HIA), Equality Impact Assessment (EqIA), and Habitats Regulation Assessment (HRA) to ensure it does not impact negatively on particular groups and that positive effects of the strategy are maximised.

**Stoke-on-Trent and Staffordshire Strategic Economic Plan**
Delivering the Tamworth LSTF objectives will clearly help to achieve the SEP objectives. 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. It is built around five interlocking objectives:

1. *Stoke-on-Trent as a Core City*: to rapidly grow the heart of the city centre economy
2. *Competitive Urban Centres*: to support the sustained economic prosperity of other important urban centres across Staffordshire
3. *Connected County*: to meet market demand for high quality employment and housing sites which are connected to the transport and communications network
4. *Sector Growth*: to boost the competitiveness of business in vital sectors with growth potential where Stoke & Staffordshire has a distinctive advantage
5. *Skilled Workforce*: to ensure a balanced supply of people with the right skills and know-how needed to drive economic growth

This LSTF bid relates primarily to the objectives of creating Competitive Urban Centres and a Connected County. Under these objectives the LEP aims to:

- Sustain economic growth in our town centres by encouraging sustainable economic development which meets local needs, achieves balanced communities and attracts new people to invest in, live in, work in and enjoy our urban centres.
- Support infrastructure to drive business growth, encourage inward investment and meet our labour market needs.
- Build on our central location and excellent external connectivity to deliver the right blend of further employment sites

The SEP states that a Key Action Area within each of these Centres (including Tamworth) 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.

**Greater Birmingham and Solihull Strategic Economic Plan**
LSTF funds will help to deliver Programme 3: Unlocking other growth opportunity areas and in particular 3b: Local regeneration - Improving the places and town centres which have the potential to support growth.

**Tamworth Borough Council Local Plan**
Staffordshire County Council has worked closely with Tamworth Borough Council on the Transport Policies and Proposals in their emerging Local Plan. In terms of planned growth between 2006 and 2031, the forecast housing requirement is 250 homes a year for Tamworth equating to 6,250. The employment requirement is 32ha and the retail requirement is 7,800m² of new comparison retail floor space and 2,900m² new convenience retail floor space.

To boost economic growth in the town centre, a Masterplan has been developed by the Borough Council recommending that instead of trying to compete against Ventura Retail Park, links should be made between the town centre and the Retail Park. The Borough Council is also working to bring forward key development opportunities, working with partners on town centre regeneration proposals delivering over 400 jobs, including Gungate regeneration site and the Cultural Quarter and Heritage Economic Regeneration Scheme.
The Local Economy

There are around 26,200 employee jobs in Tamworth. As well as the retail and leisure areas, the bid focuses on reaching the employees of the Strategic Employment Areas of Bitterscote (Bonehill Road, Cardinal Point, Bitterscote South) adjacent to Ventura Park, where there are 2,200 existing jobs, and Lichfield Road Employment Area employing 7,300. Based on the Business Register and Employment Survey 2012, there are also currently 5,700 people employed in the town centre and 500 of these work at Tamworth Borough Council. The town centre performs relatively well but could improve with better representation from multiple retailers and leisure operators and a more attractive environment to enhance its role as a service hub and a focus for independent, specialist retailers, to counter-balance the attractions of Ventura Retail Park. This bid will contribute towards achieving this goal.

According to data produced by Destination Staffordshire, there were around 1.1 million visitor trips to Tamworth in 2012, accounting for an approximate spend of £58 million on tourism, supporting in the region of 1,448 direct tourism related jobs and a further 303 indirect jobs. In addition, Drayton Manor Theme Park Resort and Zoo is just outside Tamworth Borough and hosts a further 1.2 million people each year and there are expansion plans proposed for the Park in 2021. This bid will improve walking, cycling and public transport links to these tourist areas and will also promote cycling as a leisure pursuit.

Tackling Congestion Issues

An analysis of travelling conditions experienced by road users on key routes in Tamworth has been completed using 2011/12 Department for Transport GPS Trafficmaster data. Delays are calculated by comparing night-time to peak hour journey times. Normalised delay is defined as the delay in seconds expressed as a percentage of free flow travel time. Overall, delays in Tamworth tend to be worse in the AM rather than the PM peak.

The data identifies traffic congestion at Ventura Retail Park with delays at Saturday peak times ranging from 1.5 to 10 minutes. Although an initial phase of highway interventions has been delivered, recent new retail development and future development aspirations continue to put pressure on the local road network at the Retail Park. The worst vehicle delays are experienced on Ventura Park Road westbound, the main retail access across the site. A combination of additional highway works and encouraging modal shift through this bid will ease traffic flows and enable accommodation of future employment development proposals.

The Gungate corridor at present operates at over capacity; has a lack of facilities for right turning traffic at key junctions and has local pedestrian severance issues. Both Ashby Road and Comberford Road (see Figure 2) show consistently high delays during the AM peak with delays up to 241% on Ashby Road. Comberford Road is the least reliable route during the AM period, measured at 39%. The County Council has been awarded Local Pinch Point Funds for an appropriate scheme to be delivered in 2014/15. Peak PM delays tend to be on local routes to the A5(T), for example on Hints Road with delays at 82%. This is close to the A5(T) Mile Oak junction which is expected to be a future Highways Agency pinch point scheme.

Tackling Safety

In the Castle Ward the rate of road traffic casualties is above the Staffordshire rate. This area will benefit most from the new walking and cycling route. During the last 5 years between Ventura Retail Park, town centre and Tamworth rail station, there have been 19 reported personal injury accidents of which 12 involved vulnerable road users. There were 8 slight and 1 fatal accident involving pedestrians and 3 slight accidents involving cyclists. The Offa Drive / Saxon Drive roundabout junction had 1 pedestrian and 1 cyclist accident involving slight injuries. Victoria Road, between Colehill and Mill Lane experienced 3 slight pedestrian accidents and 1 slight cyclist accident. Holloway and Silver Street experienced 2 slight pedestrian accidents and 1 slight cyclist accident. The Riverdrive / Fazeley Road junction experienced 1 slight and 1 fatal pedestrian accident.

This history of vulnerable road user accidents indicates that the proposals to improve the sustainable travel environment, road safety, signing, education and information may help to alleviate the issues experienced over the last 5 year period.

Tackling Walking and Cycling Issues

Tamworth has an extensive cycle network covering 30 miles within a 12 square mile area. However there are issues with the network in terms of signing and legibility. According to the 2011 census data, only 2% of residents in Tamworth cycle to work and 9% walk.
The route between Ventura Retail Park, the town and rail station is confusing with conflicts between walkers and cyclists and a poor, overgrown environment. The route between the Retail Park and the town is only 800 metres and the town to rail station route is only 500 metres, however there is the perception that it is longer. This is well below the length of the average cycle trip and the full route between Retail Park and the rail station is around the national average length for a walking trip. Pedestrian counts were completed on these relevant routes in March 2014. From 0700 to 1900 there were 7,417 child/adult pedestrians in both directions.

In 2011, 400 street interviews took place and 440 online responses were received to test public opinion on linked journeys between Ventura Retail Park, the town and the rail station. The surveys have informed the types of walking and cycling measures that we are delivering in this bid. They reveal that:

- Around half of respondents ‘always’ travel from Ventura to the town by car and a third walk.
- More than a third of respondents felt a reasonable walking distance was 10 – 15 minutes.
- Two fifths of respondents could be encouraged to walk, cycle or travel by bus between destinations
- 43% agree that a more direct route for walking and cycling between the town centre and Ventura Park should be created.
- Ideas for improving access from the railway station to the town centre focused on more sign posts to direct people and to make it clear that it is within walking distance.
- Respondents don’t cycle due to no secure cycle parking, poor cycle ways and don’t like crossing roads.
- People don’t walk for the reasons given in Table 2:

<table>
<thead>
<tr>
<th>Reason for not walking</th>
<th>% respondents</th>
<th>Reason for not walking</th>
<th>% respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Too far</td>
<td>25%</td>
<td>Poor footpaths</td>
<td>10%</td>
</tr>
<tr>
<td>Don’t like crossing roads</td>
<td>25%</td>
<td>Poor lighting</td>
<td>8%</td>
</tr>
<tr>
<td>Takes too long</td>
<td>22%</td>
<td>Poor environment</td>
<td>7%</td>
</tr>
<tr>
<td>The route is indirect</td>
<td>13%</td>
<td>Inadequate sign posting</td>
<td>5%</td>
</tr>
</tbody>
</table>

**Tackling Public Transport Issues**

According to 2011 census data, 4% of residents in Tamworth travel to work by bus and 2% by train. Usage of bus services in Tamworth is one of the highest in Staffordshire, hence the high frequencies of town services that generally operate every 12 minutes or better. Routes 7, 8, 9 to Stonydelph, Wilnecote and Hockley show the highest patronage of all the town services. The buses used on the town services were upgraded in 2012 and there are further new buses due to Arriva’s ‘Sapphire’ high specification for the 110 Tamworth to Birmingham service later in 2014. The existing fleet on the 110 service is fitted with Wi-Fi and the new vehicles will also be so fitted. In recent years Arriva have invested over £2 million on new fleet.

The latest bus reliability surveys carried out in Tamworth were in June 2012, and within the town centre bus reliability was very good in comparison with other towns in Staffordshire with nearly 93% of services departing on time (i.e. between 1 minute early and 5 minutes late). Tamworth has been consistently high in terms of service reliability over previous surveys.

As shown in Figure 4, accessibility to Tamworth town centre by bus is goods, with the majority of the 34,271 households within a 20 minute door-to-door travel time (walk/bus). However, unreliable bus information potentially extends the door-to-door journey time. Through this bid, services will be enhanced through Real Time Passenger Information to help improve reliability of information and reduce waiting times to help increase the mode share of the bus and provide a high quality service for future residents and employees.

Currently, there are a large and growing number of sources of travel information, but the information they provide is often incomplete and inconsistent. Operator websites typically provide information only about their own services. Other sites aggregate information from multiple operators, but might not have access to the latest updates. Information available at stations and stops can be different from that provided via websites and social media.
Tamworth rail station serves the West Coast Main Line and the main south west to north line, with a busy footfall of 962,762 in 2012/13, an increase of over 1.5% on 2011/12 and 25.5% since 2006/07. The West Coast Main Line has seen significant investment to increase capacity. A regular interval service between Crewe and London via Stoke, Stafford, Lichfield, Tamworth, Nuneaton and Rugby has recently been introduced which has significantly improved connectivity between key locations. From December 2012 London Midland’s ‘Project 110’ has seen reductions in journey times of these services to London Euston. By making further access improvements to the rail station and carrying out extensive promotional activities such as rail taster tickets, we would expect the mode share of rail to increase.

Tackling Tamworth’s Social Issues

10.9% of Tamworth Borough’s working age population claims out-of-work benefits. There is a cluster of Lower Super Output Areas (LSOA) that experience high levels of deprivation across a number of domains in and around Tamworth town centre. The corridor between the Retail Park, town and rail station is located in the Castle Ward which is in the 5th most deprived LSOAs in Tamworth. It is one of the most deprived areas in Staffordshire and is in the top 10-20% deprived in England. Worklessness within this Ward is above the Staffordshire average and 29% of households are without a car which is higher than the average for England (Census 2011). The rate of crime in Tamworth Borough is considerably higher than the rate for Staffordshire. RTPI and smart ticketing will reduce the wait time at bus stops which is expected to improve user safety and security.

Providing physical improvements within the area and working with the local community will make for a healthier and happier experience when passing through and living around the streets to be improved. Promoting human activity will help to make the area feel much safer and encourage greater social interaction and active travel. In terms of health issues, around 3 in 10 of adults in Tamworth are obese, significantly worse than the national rate and there has been an upward trend in recent years. 70.7% of people have ‘excess’ weight in Tamworth which is above the national average of 63.8%. These adults will be targeted in this bid through initiatives such as ‘Connecting Tamworth Community Forum’, ‘Bike Bus’, ‘Active Steps’ and ‘Bikeability for Adults’.
Target Population
Table 3 illustrates the targeted journeys and people that will benefit from the interlinked package of LSTF and locally funded measures.

Table 3: People – Place - Purpose

<table>
<thead>
<tr>
<th>ISSUES EXPERIENCED ON JOURNEYS</th>
<th>PLACES AND PURPOSE</th>
<th>PEOPLE BENEFITING FROM LSTF ON THESE JOURNEYS</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Congestion at Retail Park, Upper Gungate and routes to A5(T)</td>
<td>Tamworth Town Centre &lt;br&gt;Work, training, education, leisure, shopping</td>
<td>8,258 average weekday commuter trips to town and Ventura could be encouraged to change mode. Many of the existing 2,145,100pa bus trips and new trips are destined for the town and will benefit from RTPI and bus promotion. Access will be improved for the existing 5,700 that work around the town, including 500 at the Borough and the 400 new jobs expected in the town. It will benefit Tamworth’s 76,000 residents who travel to town include those from deprived areas and will benefit those out of the 1.1m visitors destined for the town.</td>
</tr>
<tr>
<td>• Reliance on the car for short journeys</td>
<td>Ventura Retail Park and Employment Area &lt;br&gt;Work and retail</td>
<td>Existing employees and shoppers will benefit from reduced delays that can be up to 10 minutes and access will be improved for the 2,200 existing and proposed new jobs. Existing 7,417/day and future people walking on routes to the town centre may benefit. There will be operational benefits for retailers.</td>
</tr>
<tr>
<td>• Low sustainable travel due to habitual use of car</td>
<td>Lichfield Road Employment Area &lt;br&gt;Work and training</td>
<td>There will be benefits for the 7,300 employed in the area and bus users will benefit from RTPI, and taster and smart tickets. Employers will benefit from opportunities to enhance sustainable travel provision within the workplace and a healthier workforce. Access to jobs will be improved for those with mobility issues or unable to hold a driving license because of health reasons.</td>
</tr>
<tr>
<td>• Walk/cycle accidents on the Ventura town – rail station corridor</td>
<td>Tamworth Rail Station &lt;br&gt;Work, training, education, leisure, shopping</td>
<td>Improvements to the rail station and taster tickets will benefit the existing 962,762 annual passengers and the existing 76,000 residents will be encouraged to use rail services for different journey purposes.</td>
</tr>
<tr>
<td>• Confusing and poor quality walking and cycling routes</td>
<td>Drayton Manor Theme Park &lt;br&gt;Work and leisure</td>
<td>1.2m annual visitors 1,500/2,000 car trips/day will be encouraged to travel by public transport and those who work there could potentially benefit. 63% of visitors live in the West Midlands.</td>
</tr>
<tr>
<td>• Congestion caused by school run</td>
<td>Schools and College &lt;br&gt;training and education</td>
<td>2,732 pupils attend schools that will benefit from the bid together with 1,000 students at the college.</td>
</tr>
</tbody>
</table>

B3. The Economic Case

Financial Sustainability
It is expected that the full benefits will be realised by 2018/19 by all partners involved in the project as listed in A8 and the local communities that engage in the initiatives. Generally, evidence demonstrates that behavioural change that is established as part of this bid will have a lasting impact beyond the funding period. However local investment will need to be necessary to fully sustain the benefits. Further contributions towards sustainable transport will continue to be secured beyond the bid period from local developers and the Local Growth Fund and there will be continued investment from Arriva and other bus operators through the established Bus Quality Network Partnership. With regard to walking and cycling, the Bike Bus is expected to by self-financing with minimal support from the County Council and organisations such as David Owen Cycles will continue to promote the key messages. A summary of the overall value for money is provided in Table 4.

Table 4: Overall Value for Money

<table>
<thead>
<tr>
<th>LSTF Objectives</th>
<th>Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enhance door-to-door sustainable transport links for existing and future businesses and</td>
<td>• 627 new cycle users per day &lt;br&gt;• 774,028pa new bus passenger trips and a 4% increase in bus commuters &lt;br&gt;• RTPI will improve the door-to-door journey time for bus users &lt;br&gt;• Smart ticketing will enable seamless journeys, improve boarding times improve service reliability.</td>
</tr>
</tbody>
</table>
### Supports the SEP priority of a Competitive Urban Centre

- Reduced number of short journeys by car releasing further highway capacity required to accommodate forecast growth.
- CONSEQUENTIAL benefits for other trip purposes in the inter-peak.
- Environmental benefits of reducing car trips

Enable economic growth by providing travel choices and managing delays, congestion and air quality

- In the longer term, reduced congestion will help to accommodate significant wider economic growth proposed for Tamworth. This includes a housing requirement of 250 homes a year equating to 6,250 by 2031, 32ha of employment and a retail requirement of 7,800m² comparison floor space and 2,900m² convenience floor space.
- A reduction in car commuters of 14% will benefit areas of congestion identified through Trafficmaster data
- Employers will find it easier to recruit and retain staff
- Environmental benefits of reducing car trips
- The expansion of free Wi-Fi will help to improve the image and actual experience of travelling by bus and will attract car users to switch mode.
- Increased rail commuters by 1.4%
- Live real time data will enable better planning and reaction to traffic congestion and incidents within Tamworth.

Increase physical activity and improve health through walking and cycling

- There will be 3% more cycle users and 6% more walkers to work
- Employees are more likely to be active and healthy in body and mind and less likely to be absent from work due to illness.
- Expected to reduce the number of people with ‘excess’ weight which is currently 70.7% in Tamworth (above the national average)
- 0.8% more cyclists and 4.4% more walkers to school
- 0.7% more cyclists and 1.1% more walkers during the day
- Health benefits for new adult cyclists is £1,669,000 (HEAT analysis)
- Health benefits for new adult walkers is £2,971,000 (HEAT analysis)

Deliver wider social benefits within the more deprived areas of Tamworth

- Better quality environment creating healthier and happier communities
- Improved access to job opportunities to the unemployed
- Increased travel choices for people in deprived areas
- A safer environment and increased human activity within local communities
- Improved public transport for older people and those with disabilities
- Benefits for households with no car
- The population with BME origin will not be disadvantaged

Improved safety and security

- A safer walking and cycling environment with the potential to reduce accident
- Security tags on bikes
- Improved safety security due to less waiting time at bus stops
- Safety and confidence of school children as a result of road safety training and Be Bright, Be Seen campaign, giving them valuable skills that they can take forward into adulthood
- Reduced severance where crossing facilities are provided at junctions
- Improved safety and security of bus users and staff through reduced cash usage

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**Economic Impacts**

The Scheme Impact Pro-forma is attached to this bid. The programme of schemes will be completed by 2018/19 when the full benefits are expected to be realised. A HEAT estimate has been completed and the results are recorded in Table 4 above. The HEAT benefits are for a 4 year period with benefits discounted by 5% per year. The modelling approach and data used is summarised on the Pro-forma and as follows:

**Parameters of appraisal:** A transport model is not available for Tamworth 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 (0800-0900) and PM (1700-1800) weekday peaks the implementation of workplace travel plans for town centre and Ventura Park employees will reduce car travel and increase rail, bus, cycle and walk journeys. RTPI will encourage additional bus journeys at all times of the day but to avoid double counting and
be robust it has been considered only for the weekday period 0900 to 1700. Intensive targeted marketing to Tamworth residents will also influence modal choice at any time of day but was again only considered for the daytime weekday period. Evening and weekend journeys have not been included as bus schedules reduce and walking and cycling is less attractive after dark. Where annual figures are quoted for walking and cycling, it is on the basis of 253 working days. Annual bus patronage figures relate to the complete year. Projects to encourage sustainable modes will also be delivered in a number of Tamworth schools. The impact has been considered in terms of the modal change for the journey to school and also the increase in cycling for leisure as a result of cycle training. Children have not been double counted in terms of cycling for leisure and cycling to school.

**Existing cyclists:** A number of 12 hour cycle counts were undertaken along key cycling corridors in Tamworth and used to calculate the number of exiting daily cyclists. A permanent count enabled checks to be made for seasonality on the basis of 12 hour flows.

**Quantification of existing vehicle trips:** WebTAG unit 5.2: Modelling smarter choices provides percentage reductions in usage of the car for affected journeys; 18% for workplace travel plans, 10% school travel plans and 8% targeted marketing. The 2004 Smarter Choices report estimates that a 10% reduction of car trips can be derived from the delivery of RTPI. The number of existing relevant car trips was quantified to be able to apply these percentage reductions. A distribution of existing vehicle trips was provided by Trafficmaster 2012/13 origin-destination data for MSOA level zones including vehicle identifiers to remove repeat trips. The data includes the time of day which enabled peak hour and daytime distributions to be created. Trip length is also provided and was utilised to determine the new mode of travel.

**Workplace travel plan:** An estimate of the existing number of relevant employees was made using Business Register and Employment Survey (BRES) for the relevant middle layer super output area (MSOA) E02006218 classified by type of industry. Multi modal trip rates for similar areas and industry type were extracted from TRICS to produce total employment trips. The AM peak was modelled and it is assumed that the reverse journey occurs during the PM peak. In total 743 people who work in the town centre are likely to change mode. It was decided trips commencing outside Tamworth would only transfer to rail (10% of 743), as RTPI information is only provided in Tamworth and the distance is too great for active modes. For internal trips, the new mode of travel was developed considering the level of investment, existing facilities and modal popularity in Tamworth and is as follows: less than 1 mile 100% walk; 1 to 2 miles 40% walk, 40% cycle, 20% bus; 2 to 5 miles 10% walk, 30% cycle, 60% bus. Journeys over 5 miles were assumed not to transfer as they are beyond the attractive distance for active modes and bus journeys of that length would require an interchange and be less attractive.

The impact of RTPI and targeted marketing were quantified for trips originating and ending in Tamworth. In the case of marketing, the new sustainable modes were determined using the internal trip modal split for workplace travel plans. Residential 0900 to 1700 multi modal household trips rates were extracted from TRICS.

**School interventions:** For schools implementing travel plans, a 10% has been applied to the existing car based school trips for the affected schools. Cycle training has already been provided to some children in the affected area of Tamworth. Data shows the number of children cycling before and after training for any purpose.

**Stafford LSTF**
The Tamworth package can be closely compared with the current Stafford LSTF project in terms of scheme types, costs and benefits. The geographical areas are also similar in terms of population, employment levels and proposed economic growth. The Stafford bid had the benefit of a DfT compliant SATURN model and monetary benefits over the lifetime of the plan totalled some £11.6m. The benefit to cost ratio across three years was forecast to be 3.53 and 5.57 with and without local contributions respectively.

**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. Under Element 2 a significantly enhanced environment will be created along the route between Ventura Retail Park, town centre and the rail station, including open spaces, landscaped areas, enhanced views of Tamworth Castle, upgraded underpasses, widened footways, the removal of guard rail, upgraded surfacing and street furniture. Severance for cyclist and walkers and the local community living along the route will be reduced.
Social and Distributional impact
This bid has been specifically designed to generate benefits for walker, cyclists and public transport users without dis-benefiting car drivers. Car users, including peak hour business users, will benefit from reduced delays as a result of the forecast 14% reduction in car commuter trips. There will be benefits for both short and long distance journeys however there is an increased emphasis on the shorter distant trips within Tamworth. Element 3 (Travel Support for Businesses) has a specific focus on commuter trips, however all journey purposes will benefit from the physical measures introduced in Elements 1 and 2 and the community engagement that will occur under Elements 4 and 5. The forecast shift to more sustainable transport modes as identified in the Scheme Impact Pro-Forma will result in noise, air quality, accident and accessibility benefits. Security benefits will be achieved from the network-wide introduction of RTPI and smart ticketing, affordability benefits will be achieved from the introduction of public transport taster tickets and severance will be reduced with the delivery of the Ventura Retail Park, town centre to rail station walking and cycling route.

Tamworth rail station is an interchange serving the whole of Tamworth and the wider journey to work area, and improvements will benefit all wards and social groups, in particular those within walking distance of the station (Bolehall, Castle and Spital wards). RTPI, Wi-fi, smart ticketing, taster tickets, Wheels to Work and community engagement and promotion of existing bus and cycle networks will benefit all wards. Travel support for businesses will mainly benefit Castle and Mercian wards; bus stop upgrades will benefit Spital and Castle wards and the new walking and cycling route is in the Castle ward. Table 5 provides a qualitative assessment of the impacts on social groups identified in DfT WebTAG Unit A4.2. New housing developments are not expected to change the demographic profile of the area. 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 Tamworth, with particular benefits for the LSOA within the Castle ward that has multiple deprivation.</td>
</tr>
<tr>
<td>Children: proportion of population aged &lt;16</td>
<td>School travel planning will focus on schools within Spital, Mercian and Bolehall wards. Children throughout Tamworth will benefit from community events.</td>
</tr>
<tr>
<td>Children: proportion of population aged 16-25</td>
<td>Tamworth College will be the focus of travel planning engagement. Youth unemployment is a significant issue in Tamworth and this social group will particularly benefit from Wheels to Work and public transport taster tickets.</td>
</tr>
<tr>
<td>Older people: proportion of population aged 70+</td>
<td>The % of the Tamworth population aged 65+ years is below the Staffordshire rate and this group will benefit from the public transport schemes and initiatives.</td>
</tr>
<tr>
<td>Proportion of population with a disability</td>
<td>6.2% of Tamworth residents claim disability living allowance which is higher than the England rate. This group will benefit from smart ticketing and the latest RNIB technology used to deliver RTPI. Disabled people within the Castle ward will benefit from enhanced walking and cycling facilities.</td>
</tr>
<tr>
<td>Proportion of population of Black and Minority Ethnic (BME) origin</td>
<td>5% of Tamworth’s population is of black and minority ethnic origin which is well below the national rate. They are evenly distributed throughout the urban area and will not be disadvantaged by the proposals.</td>
</tr>
<tr>
<td>Proportion of households without access to a car</td>
<td>The bid will significantly benefit people who do not have access to a car. The % of households without a car in Castle Ward is higher than the England average.</td>
</tr>
<tr>
<td>Carers: proportion of households with dependent children</td>
<td>Households throughout Tamworth with dependent children will benefit from this bid and will be able to make full use of the community events.</td>
</tr>
</tbody>
</table>

B4. The Financial Case – Project Costs

<table>
<thead>
<tr>
<th>£000s</th>
<th>2015-16</th>
<th>2016-17</th>
<th>2017-18</th>
<th>2018-19</th>
<th>2019-20</th>
<th>2020-21</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>DfT funding sought</td>
<td>1,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1,000</td>
</tr>
<tr>
<td>Local Authority contribution</td>
<td>325</td>
<td>385</td>
<td>160</td>
<td>160</td>
<td>160</td>
<td>1,350</td>
<td></td>
</tr>
<tr>
<td>Third Party and LGF</td>
<td>531</td>
<td>530</td>
<td>380</td>
<td>355</td>
<td>-</td>
<td>-</td>
<td>1,796</td>
</tr>
<tr>
<td>TOTAL</td>
<td>1,856</td>
<td>915</td>
<td>540</td>
<td>515</td>
<td>160</td>
<td>160</td>
<td>4,146</td>
</tr>
</tbody>
</table>
The County Council has an excellent track record in delivering the types of schemes in this package, including joint working with our partners through delivery of our existing LSTF projects and our Integrated Transport capital block allocation. We have also had our Stafford LSTF extension proposal approved. The County Council is confident that the schemes can be delivered in the timescale as there are no major risks involved, for example land acquisition and procurement processes. Many of the revenue initiatives are already established in Stafford and North Staffordshire as part of the existing LSTF projects. The key dependencies are listed in Table 6 and Project Plans are provided in Tables 7 and 8.

### Table 6: Key Dependencies

<table>
<thead>
<tr>
<th>Output</th>
<th>Key Dependencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enhanced Public Transport</td>
<td>County Council staff resources, agreement with London Midland, outcome of wider consultations</td>
</tr>
<tr>
<td>Active Travel Revolution</td>
<td>County Council staff resources, consultation process and TRO for revisions to on-street parking</td>
</tr>
<tr>
<td>Travel Support for Businesses</td>
<td>County Council and Borough Council staff resources, commitment of business partners, Chamber of Commerce, Business and Economic Partnership and Tamworth Strategic Partnership</td>
</tr>
<tr>
<td>Walking/Cycling Engagement and Enabling</td>
<td>County Council, Borough Council and Sustrans staff resources, commitment of volunteers, cycle/walking champions and school staff</td>
</tr>
<tr>
<td>Public Transport Engagement and Enabling</td>
<td>County Council and Borough Council staff resources and commitment made by Arriva and other operators engaged in the Bus Quality Network Partnership and London Midland</td>
</tr>
</tbody>
</table>

The capital programme could be bought forward if the opportunity for earlier funding becomes available.

### Table 7: Capital Project Plan

<table>
<thead>
<tr>
<th>Milestone</th>
<th>15/16</th>
<th>16/17</th>
<th>17/18</th>
<th>18/19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tamworth Rail Station Improvements</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Preferred option agreed with London Midland</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Consultation</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Construct Forecourt Works</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Construct Access Routes</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bus RTPI and Wi-fi</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Finalise number of buses to be fitted</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Upgrade bus fleet to RTIP standard</td>
<td></td>
<td></td>
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<tr>
<td>Display scheduled information on street</td>
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<tr>
<td>Display real time information on street</td>
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<tr>
<td>Bus Stop and Shelter Upgrades</td>
<td></td>
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</tr>
<tr>
<td>Consultation</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Construction</td>
<td></td>
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</tr>
<tr>
<td>Ventura to Town Walking/Cycling Link</td>
<td></td>
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<tr>
<td>Preferred option agreed with partners</td>
<td></td>
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</tr>
<tr>
<td>Consultation</td>
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<tr>
<td>Construction</td>
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</tr>
<tr>
<td>Town to Rail Station Walking/Cycling Link</td>
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<tr>
<td>Preferred option agreed with partners</td>
<td></td>
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</tr>
<tr>
<td>Consultation</td>
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</tr>
<tr>
<td>Construction</td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

### Table 8: 2015/16 Revenue Project Plan

<table>
<thead>
<tr>
<th>Milestone</th>
<th>Apr</th>
<th>May</th>
<th>June</th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
</tr>
</thead>
<tbody>
<tr>
<td>Element 3: Travel Support for Businesses</td>
<td></td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>Business Travel Network and Advocate</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Car Sharing Scheme</td>
<td></td>
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<tr>
<td>Wheels to Work</td>
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</tr>
<tr>
<td>Element 4: Walking/Cycling Engagement and Enabling</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Tamworth Bike Bus</td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Connecting Tamworth Community Forum</td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>Sustrans Active Steps</td>
<td></td>
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<tr>
<td>Community Events</td>
<td></td>
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<tr>
<td>Bikeability for Adults</td>
<td></td>
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<td></td>
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<tr>
<td>New Cycle Maps</td>
<td></td>
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<tr>
<td>School and College Travel Planning</td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Element 5: Public Transport Engagement and Enabling

<table>
<thead>
<tr>
<th>Smart Ticketing</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Bus Taster Tickets</td>
<td></td>
</tr>
<tr>
<td>Rail Taster Tickets</td>
<td></td>
</tr>
<tr>
<td>Bus Quality Network Partnership</td>
<td></td>
</tr>
</tbody>
</table>

Table C: Construction milestones

<table>
<thead>
<tr>
<th>Milestone</th>
<th>Estimated Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Start of works Element 1</td>
<td>April 2015</td>
</tr>
<tr>
<td>Completion of works Element 1</td>
<td>July 2018</td>
</tr>
<tr>
<td>Start of works Element 2</td>
<td>April 2015</td>
</tr>
<tr>
<td>Completion of works Element 2</td>
<td>July 2018</td>
</tr>
</tbody>
</table>

B6. Management Case – Statutory Powers and Consents

A Traffic Regulation Order will be required to deliver revisions to on-street car parking arrangements on the walking and cycling route between the town centre and rail station. The total number of spaces will be maintained. This is programmed to take place for 8 months in 2017 for delivery in 2018. No other statutory powers or consents will be required.

B7. Management Case – Governance

Governance for the project is summarised in the organogram in Figure 5 and follows the arrangements that have been put in place for the Stafford LSTF scheme. The Project Board will have overall financial accountability, ensuring that schemes are delivered within budget, timescales and risks minimised.

Clive Thomson, Commissioner for Transport and the Connected County will be responsible for delivering the revenue elements of this bid to be funded by DfT. The capital schemes to be funded through local contributions will be the responsibility of James Bailey, Commissioner for Highways and the Built Environment. Clive and James will ensure delivery of the schemes within budget and timescales, actively manage risks, seek Councillor approval when appropriate and manage the resources to deliver the project. The Programme Managers and Project Delivery teams will plan and develop work programmes, manage staff and contractors, ensure that work meets project timescales and will manage the detailed finances. Quarterly financial reviews will be carried out as standard practice.

B8. 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 scheme costs and benchmarking our programme against previous performance, to maintain control of costs, hence maximising value for money.

The Risk Register provided in Table 9 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 scheme. 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 9: Risk Register

<table>
<thead>
<tr>
<th>Risks</th>
<th>Level</th>
<th>Mitigation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delivery</td>
<td></td>
<td><strong>Slow start to project due to need to mobilise delivery resources</strong> Low Engagement with partners has already commenced. Consultation on designs will be initiated prior to 2015/16 to ensure early commencement.</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Detailed design and feasibility requires changes to schemes</strong> Medium Amendments to design will be made, if necessary. Initial designs will be completed prior to 2015/16 and extra time will be allowed in the programme. Commence early consultations with London Midland.</td>
</tr>
<tr>
<td>Financial</td>
<td></td>
<td><strong>Possible scheme cost overrun or higher than expected costs</strong> Low 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></td>
<td></td>
<td><strong>Year-on-year spending does not accord with projected spend</strong> Medium Detailed cost profiling has been completed to ensure that projected spend is deliverable, although there is flexibility in programme delivery.</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Lower level of local contributions and LGF</strong> Low We will continue to identify and actively seek funding streams to support LSTF activities. If LGF is not available, the capital projects will need to be scaled back and delivered over a longer period.</td>
</tr>
<tr>
<td>Partnerships and consultation</td>
<td></td>
<td><strong>Difficulties maintaining partner support</strong> Low Key delivery partners will be provided with regular updates and the Business Travel Network and Community Forum will provide a mechanism for maintaining momentum. Early discussions with Arriva and London Midland have taken place and this will continue throughout the delivery of the project.</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Lack of community engagement and enthusiasm</strong> Low 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.</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Unexpected response to consultations</strong> Low Programmes include time to resolve detailed consultation issues and amendments to detailed design, if necessary. Initial consultations will start before 2015/16.</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Low uptake of Wheels to Work Project</strong> Low Existing schemes have a waiting list. More funds may be directed towards promotion.</td>
</tr>
</tbody>
</table>

B9. Management Case - Stakeholder Management

Key stakeholders are also our key partners and their roles and interests are summarised in Table 1 under A8: Partnership Bodies. Staffordshire County Council will ensure that the 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.

The management of the proposals in this bid will make full use of existing partnerships such as the Business and Economic Partnership, Tamworth Strategic Partnership, Destination Tamworth and Active Tamworth. These groups share the same commitment to growing Tamworth in line with the LEP’s goals within the two relevant Strategic Economic Plans. This will create the valuable opportunity to draw on the ideas and expertise from these Partnerships and additional resources required in staff time to deliver this bid.

The package has been shaped through face-to-face surveys with residents and consultation with businesses and is therefore tailored to their transport needs. Community participation in decision-making and delivery will also be essential. County Councillors have discussed the transport concerns raised by their Tamworth constituents.
a) Can the scheme be considered as controversial in any way?

☐ Yes  ☒ No

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

☐ Yes  ☒ No

B10. The Commercial Case

The revenue schemes within the bid will be delivered by staff employed by Staffordshire County Council and Tamworth Borough Council, making use of existing partnerships. 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. For example, the Stafford project is being delivered on time and to budget. Within the last 18 months, there have been 6,309 visitors to the Bike Bus at 80 business events, 50 school events and 106 community events. At these events, 1,565 bikes have been serviced, 697 bikes have been security tagged and 43 adults have received 1-to-1 cycle training. The Chamber of Commerce Business Advocate, who will also be used to deliver the Tamworth proposal, has visited 65 businesses, reaching more than 6,000 employees and initiatives put in place have been informed by the completion of 1,760 business travel surveys. The County Council is also very experienced in delivering road safety education and training. Bikeability training within schools in Tamworth has already increased cycling levels by 258%.

No lengthy procurement processes are required to deliver the capital schemes. The County Council has a good track record in maintaining and enhancing its highway network covering a range of projects from small integrated transport scheme like the ones included in this bid to major bypasses and access work to strategic employment sites. The County Council has also recently established an innovative strategic partnership with Amey to provide integrated highways services and deliver savings. This partnership will improve the quality, speed of delivery and breadth of the Council’s construction, maintenance and operations programme over the next 10 years. The arrangement will deliver smarter, quicker ways of working, better public information and make financial savings.

The County Council has an existing contract in place with JMW to deliver RTPI for buses. The JMW contract will run until mid-2017 which is expected to be at the end of the delivery period for RTPI in Tamworth. To deliver the longer term LSTF strategy within the other Strategic Centres of Staffordshire, a new contract would be procured for commencement mid-2017. This new contract would stipulate any DFT requirements and penalties will be put in place if they are not achieved. Experience suggests that if the supplier is changed during the 2017 procurement process, there would be an easy transition.

SECTION C – Monitoring, Evaluation and Benefits Realisation

C1. Monitoring and Evaluation

There will be ongoing monitoring and detailed reporting of the progress made on delivering LSTF outputs and achieving key milestones. Quarterly reports on the delivery of outputs will be presented to the Project Board and Annual Output Reporting will be completed including monitoring of the spend profile information of outputs from each scheme element and identification of project achievements and lessons learnt. Even though this is not a larger project over £5m the County Council proposes to monitor the following outcomes:

- Growth in employment and housing levels in consultation with Borough Council
- Annual assessment of DfT GPS Trafficmaster Data
- Cycle and pedestrian counts on the enhanced walking and cycling route
- Annual assessment of public transport data through the Bus Quality Network partnership
- 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 of community, school and business events
  - Numbers receiving training in cycle use and maintenance
  - Number of Wheels to Work referrals
  - Attendance at the Business Travel Network
  - Business travel surveys completed
  - 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 Tamworth’ 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:</th>
<th>Clive J. Thomson</th>
</tr>
</thead>
<tbody>
<tr>
<td>Position:</td>
<td>Commissioner for Transport</td>
</tr>
<tr>
<td>Signed:</td>
<td>[Signature]</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 2015/16;
- confirms that the authority has the necessary governance / assurance arrangements in place and the authority can provide, if required, evidence of a stakeholder analysis and communications plan in place.

<table>
<thead>
<tr>
<th>Name:</th>
<th>Andrew Burns</th>
</tr>
</thead>
<tbody>
<tr>
<td>Signed:</td>
<td>[Signature]</td>
</tr>
</tbody>
</table>
### Description of infrastructure/facilities

<table>
<thead>
<tr>
<th>Description of infrastructure/facilities</th>
<th>Without Scheme</th>
<th>With Scheme</th>
<th>Reference to supporting information (e.g. section of Economic Assessment Report)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Describe the experience of cyclists without implementation of the scheme</td>
<td></td>
<td></td>
<td>Ventura Retail Park-town centre-rail station enhanced walking and cycling route, walking/cycling engagement and enabling, including ‘INTO’ Campaign launched through Stafford LSTF, Business Travel Network, workplace travel planning, ‘Bike Bus’, Community Forum, Sustrans ‘Active Steps’ cycle training, school travel planning. Please see Elements 2, 3 and 4 in Section B1 of main</td>
</tr>
</tbody>
</table>

### Route length (km)

<table>
<thead>
<tr>
<th>Route length (km)</th>
<th>Without Scheme</th>
<th>With Scheme</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>48.7</td>
<td>48.7</td>
<td>Tamworth has extensive existing cycle infrastructure either on-road or off-road (shared use and segregated). 1094m of existing cycle network will be enhanced alongside 500m of road network towards the rail station.</td>
<td></td>
</tr>
</tbody>
</table>

### Average trip length (km)

<table>
<thead>
<tr>
<th>Average trip length (km)</th>
<th>Without Scheme</th>
<th>With Scheme</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.15</td>
<td>5.15</td>
<td>Average trip length is taken from the National Travel Survey (NTS 0306) in the absence of local data. The average trip length for existing cyclists is not expected to change. The quality of the routes they currently use and associated journey ambience will improve as a result of the schemes. The enhancements along with extensive marketing will encourage new cyclists who are likely to take the same trip length distribution as existing cyclists in Tamworth.</td>
<td></td>
</tr>
</tbody>
</table>

### Average cycling speed (kph)

<table>
<thead>
<tr>
<th>Average cycling speed (kph)</th>
<th>Without Scheme</th>
<th>With Scheme</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>16kph</td>
<td>16kph</td>
<td>DfT visography Tracc average cycle speed</td>
<td></td>
</tr>
</tbody>
</table>

### Number of users (per day)

<table>
<thead>
<tr>
<th>Number of users (per day)</th>
<th>Without Scheme</th>
<th>With Scheme</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>802</td>
<td>1429</td>
<td>Tamworth has one permanent cycle count located on an off-road segregated route. Monthly data for this site has been utilised for making seasonal adjustments to single day cycle counts. A number of cycle counts along key corridors were completed on Thursday 13 March 2014 which is a neutral weekday for Tamworth. In addition two other existing term time cycle counts were used. This provides a robust estimates of the number of cyclists per day as count data was only available for a 12 hour period and cyclists using less popular routes were not counted or cyclists making short journeys within their local residential area. The additional number of cyclists per day includes students who will cycle in their leisure time as a result of cycle training at school. Local data shows that the number of children cycling increases as a result of training. However these are not daily journeys and the NTS 0601 average trips per year by age and mode was utilised to convert it to per day. In total we expect an additional 855 children to cycle as a result of travel training, although this only equates to an average of 28 per day. Existing children cycling for leisure are captured as part of the cycle counts.</td>
<td></td>
</tr>
</tbody>
</table>

### Percentage of additional users that would have driven a car otherwise.

<table>
<thead>
<tr>
<th>Percentage of additional users that would have driven a car otherwise.</th>
<th>Without Scheme</th>
<th>With Scheme</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>N.A.</td>
<td>100%</td>
<td>Cycling, walking, bus and rail will all be extensively marketed to residents and employees in Tamworth. Those people currently making journeys by car will be targeted in particular as the project aims to increase journeys by sustainable modes as well as to reduce trips made by car. It is not intended that new cyclists will be to the detriment of bus users as RTPI is being delivered in Tamworth. Cycling and walking complement each other as they are both the ideal active mode for different trip lengths.</td>
<td></td>
</tr>
<tr>
<td>Input data</td>
<td>Without Scheme</td>
<td>With Scheme</td>
<td>Reference to supporting information (e.g. section of Economic Assessment Report).</td>
</tr>
<tr>
<td>---------------------------------------------------------------------------</td>
<td>----------------</td>
<td>-------------</td>
<td>----------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Traffic levels (Vehicle km) in the affected area</td>
<td>n/a</td>
<td>n/a</td>
<td></td>
</tr>
<tr>
<td>Traffic levels (Vehicle hours) in the affected area</td>
<td>n/a</td>
<td>n/a</td>
<td></td>
</tr>
<tr>
<td>Average Speed in the Morning Peak</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tamworth average 26.35kph or 16.38mph</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tamworth town centre and Gungate corridor 21.10kph or 13.11mph</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unable to quantify</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mode share (in person trips)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Car Driver</td>
<td>78.2%</td>
<td>27%</td>
<td>64.1% 25.0% 69.8%</td>
</tr>
<tr>
<td>Car Passenger</td>
<td>n/a</td>
<td>n/a</td>
<td></td>
</tr>
<tr>
<td>Bus passenger</td>
<td>5.7% 4% 1.9%</td>
<td>10.6% 3.8% 5.9%</td>
<td></td>
</tr>
<tr>
<td>Rail Passenger</td>
<td>0.3% 0%</td>
<td>1.7% 0%</td>
<td></td>
</tr>
<tr>
<td>Cyclist</td>
<td>1.2% 1% 2.4%</td>
<td>4.1% 1.8% 3.1%</td>
<td></td>
</tr>
<tr>
<td>Walking</td>
<td>13.6% 65% 20.0%</td>
<td>19.5% 69.4% 21.1%</td>
<td></td>
</tr>
</tbody>
</table>

For Bus elements of your bid please fill in the following table

<table>
<thead>
<tr>
<th>Input data</th>
<th>Without Scheme</th>
<th>With Scheme</th>
<th>Reference to supporting information (e.g. section of Economic Assessment Report).</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual number of passenger trips</td>
<td>2145100</td>
<td>2919128</td>
<td>Annual patronage data was provided by Tamworth bus operators for 2013. The average fare was calculated from concessionary fare returns for the town services. Average wait time was estimated by dividing half the headway for each service and combining them using a service patronage weighting. Real time passenger information will be available using the internet and therefore passengers can reduce their average wait time by utilising this information to inform their departure time from the house or workplace to coincide more closely with the actual running time of the bus. Data is not available to produce an average trip distance and average in vehicle time. The schemes do not relate to bus priority, increased frequency or new bus routes and therefore it is not anticipated that these variables will change in Tamworth.</td>
</tr>
<tr>
<td>Average trip distance (km)</td>
<td>n/a</td>
<td>n/a</td>
<td></td>
</tr>
<tr>
<td>Average wait time (mins)</td>
<td>7.6</td>
<td>7.6</td>
<td></td>
</tr>
<tr>
<td>Average fare per trip (£)</td>
<td>£1.88</td>
<td>£1.88</td>
<td></td>
</tr>
<tr>
<td>Average in-vehicle time (mins)</td>
<td>n/a</td>
<td>n/a</td>
<td></td>
</tr>
</tbody>
</table>

Description of your intention

Tamworth rail station gateway improvements, real time bus passenger information, wi-fi, bus stop and shelter upgrades and public transport engagement and enabling, including 'INTO' Campaign launched through Stafford LSTF, 'Business Travel Network', workplace travel planning, discounted public transport tickets, smart ticketing and a 'Bus Quality Network Partnership', Community Forum and school Travel Planning. Please see Elements 1, 3 and 5 in Section B1 of main document.
Dear Steve,


As Section 151 Officer for Staffordshire County Council, I confirm that a procurement strategy is in place that is legally compliant and is expected to achieve the best value for money outcome.

Please note that as well as being Section 151 Officer I am also responsible for all issues appertaining to Procurement within Staffordshire County Council.

Yours Sincerely,

Andrew Burns
Director of Finance & Resources
Rt Hon Patrick McLoughlin MP  
Secretary of State for Transport  
Department for Transport  
Great Minster House  
33 Horseferry Road  
London  
SW1P 4DR

18 March 2014

Dear Mr McLoughlin,

ACCESS TO JOBS, TRAINING AND SERVICES IN TAMWORTH

I am writing in support of the bid submitted by Staffordshire County Council for the Local Sustainable Transport 15/16 Revenue Fund to improve access to jobs, training and services in Tamworth. 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 Tamworth 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. Tamworth on the edge of the West Midlands Conurbation, and also a Member of the Greater Birmingham and Solihull LEP, has been identified by both bodies 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. Ahead of our award, we are therefore offering in principle support for the Tamworth Local Sustainable Transport Package with up to £1.5M over the LGF Period.

Yours sincerely

Ron Dougan  
Chair  
Stoke-on-Trent & Staffordshire LEP
Monday 24th March 2014.

Dear Sir/Madam,

Re: Local Sustainable Transport Fund 2015/16

I am writing in support of the bid submitted by Staffordshire County Council for the Local Sustainable Transport 15/16 Revenue Fund to improve access to jobs, training and services in Tamworth.

Funding will help us deliver an important part of the Greater Birmingham and Solihull LEP Strategic Economic Plan; Programme 3: Unlocking other growth opportunity areas and in particular 3b: Local regeneration - Improving the places and town centres which have the potential to support growth.

By creating and promoting more and better travel choices between local communities, jobs, services and training, travel barriers will be overcome and Tamworth will grow in a more sustainable manner with local communities becoming healthier by being more active.

Staffordshire and Stoke LEP has identified a clear need to invest in a capital programme of Local Sustainable Transport Packages within their Local Growth Fund bid. Tamworth on the edge of the West Midlands Conurbation, and also a Member of the Greater Birmingham and Solihull LEP, has been identified by both bodies 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 look forward to the opportunity to discuss how we can work further with partners on these excellent proposals.

Yours sincerely,

Andrew Cleaves
Board Director for Transport, Greater Birmingham & Solihull Local Enterprise Partnership
Chairman, Greater Birmingham & Solihull Local Transport Board
Anthony E. Goodwin  
Chief Executive

My Ref: AEG/MB  
Your Ref:  
Direct dial: 01827 709212  
E-mail: tony-goodwin@tamworth.gov.uk

31st March 2014

Dear Sir / Madam,

I am writing in respect of the bid to the Local Sustainable Transport 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.

Furthermore, the Borough Council can commit £80,000 towards the capital elements of the project, specifically the improved links between the town centre and the railway station and the town centre and the edge of centre Retail Park. The Borough Council will also work through the Tamworth Strategic Partnership and the Tamworth and Lichfield Business and Economic Partnership to engage with other public sector and private sector organisations to deliver the project outcomes.

The Borough Council is in a great position to be able to assist with delivering the project. Our Leisure team are at the forefront of delivering Active Tamworth under the Healthy Tamworth movement which will increase participation rates in physical activity and the general health and well being of the community. Active Tamworth has been produced in conjunction with a new 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.
- Coordinate, 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 / 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.

Mammion House,  
Lichfield Street,  
Tamworth,  
Staffs B79 7BZ.

Enquiries: 01827 769709  
Facsimile: 01827 769271  

www.tamworth.gov.uk
• Help enable children and young people to migrate seamlessly from education to community sport.
• Allow easy access to information for all residents.

I also include a brochure that shows some of the activities already underway in the Active Tamworth programme.

In addition to our role as community leaders and as a delivery agent, the Borough Council also has a role to play in making sure its own employees are able to lead active and healthy lifestyles. As an organisation we commit to undertaking the following actions:

• We have run one Cycle to work scheme, we will run it again in 14/15
• We will promote benefits of walking and cycling to employees
  • Raise awareness of walking and cycling routes to work
  • Host sessions with travel plan coordinators
  • Provide wellbeing checks
• We will run lunchtime / after work walking and cycling activity sessions
• We will host cycling maintenance workshops for employees
• We will provide safety equipment at a discounted rate
• We will provide cycling and walking leader training to enable staff to volunteer in the community
• We will improve the infrastructure for those choosing to cycle to work including Bike racks, shower facilities, Lockers for clothing and drying areas.

Yours sincerely

[Signature]

CHIEF EXECUTIVE
28 March 2014

Louise Clayton
Connectivity Support Manager
Transport & the Connected County
Staffordshire County Council
One Staffordshire Place
Stafford
ST16 2LP

Dear Louise,

I am writing to confirm the Chamber's commitment to supporting Staffordshire County Council to extend the local sustainable transport initiative to additional parts of Staffordshire. This is a much valued initiative, helping to reduce road traffic congestion and supporting local economic growth.

Road traffic congestion increases business costs, reduces productivity and impacts adversely on investment plans. The proposed package of measures will support businesses to help reduce car dependency and improve workforce health through a focus on walking, cycling and public transport.

We recognise that business has a vital role to play in leading by example to encourage employees, customers and suppliers to change their travel habits. For this reason, we are committed to helping the County Council to deliver their message to businesses and employees on the importance of sustainable travel.

Yours sincerely,

[Signature]

Sara Williams
Chief Executive

Supported by the Regional Growth Fund
To whom it may concern:

Staffordshire Public Health fully supports the Staffordshire County Council bid to the Local Sustainable Transport Fund in Tamworth and is committed to supporting the delivery of the project where appropriate. The Public Health team in Staffordshire has been developed to facilitate a central support - local delivery model and we are currently developing partnership mechanisms to ensure that any future investment into local districts is directed at a local level that will achieve the best outcomes for local residents.

55% of people in Tamworth meet the recommended levels of physical activity of 150 minutes a week of moderate intensity physical activity in bouts of 10 minutes or more. However Tamworth does have a significantly higher proportion of overweight adults than the rest of England. A more physically active population will contribute to a reduction of this figure as well as helping to achieve the numerous health and wellbeing benefits that being more physically active brings. We see investment into the physical environment to facilitate physical activity and into sustainable activities such as cycling and walking for leisure and travel as a key aspect of delivering an increase in physical activity rates in Tamworth.

To help achieve this aim Staffordshire Public Health is currently developing Active Staffordshire. It is intended that Active Staffordshire will be a flagship partnership initiative that will bring together the right people at the right time from all organisations and local communities interested in the physical activity agenda. Implemented and delivered locally, with support from Staffordshire Public Health and the wider county council teams, the aim is to make the most of the current assets in local communities and maximise any opportunities that arise.
If this bid is successful it would present an ideal opportunity for Active Staffordshire and Staffordshire Public Health to work closely with the wider County Council and other partners to fully realise the potential of the bid and to deliver improved outcomes for the residents of Tamworth.

Yours faithfully,

[Signature]

Prof Aliko Ahmed, MBBS, MPH, MSc, FFPH
Director of Public Health
Mathew Bowers
Head of Planning and Regeneration,
Tamworth Borough Council,
Marmion House,
Lichfield Street,
Tamworth. B79 7BZ
26-03-14

Dear Mathew,

The Gateways Project

We understand that you are furthering your work with Staffordshire County Council in connection with the Gateways Project which is seeking to improve the appearance of the gateways to Tamworth Town Centre and also enhance the links between the Town Centre and Ventura Retail Park. This is something which we believe benefits the area as a whole and as you are aware the Aucott Group have supported the project in recent years.

You will appreciate that we would require formal Aucott Board approval and consent from the tenants on Ventura Retail Park, however, subject to receipt of such approval/consent we would support the provision of a cycle park and locker space to encourage local people to cycle to the area, to promote sustainable transport and to encourage healthier lifestyles.

We will do what we can to help you in delivering the objectives of the project and we wish you every success in your bid for Revenue funding.

Yours sincerely

Paddy Connolly

Aucott House, Etchell Court, Bonehill Road, Tamworth, Staffs. B78 3JA
Telephone: 01827 60333 Facsimile: 01827 59999
VAT Registration No. 554 8602 27
Dear Louise,

Sustrans welcomes the proposals to improve sustainable transport links from Tamworth town centre to both the station and Ventura Park and increase the usage of these by promoting walking, cycling and public transport. Both locations are significant trip generators yet each are generally less than a ten minute cycle or twenty minute walk.

Tamworth already has an excellent cycle network; however very little of it is signed and it suffers from a lack of connectivity. This package of measures will address both of these issues and provide a visible and attractive alternative to the car, enabling people to access popular retail and leisure facilities as well as connecting with the town centre and providing a visible and attractive sustainable transport corridor.

Sustrans looks forward to working with Staffordshire County Council to develop these proposals further and is happy to provide technical input as required.

Sustrans is also well placed to help raise awareness of increased opportunities for people to choose sustainable travel options for everyday journeys through our Smarter Choices programmes, including education, workplace and community-based projects which provide travel advice and engagement activities that support people to walk & cycle more.

Our ‘Active Steps’ project offers participants an intensive health-focused programme that encourages them to increase everyday physical activity through regular walking & cycling. This provides a proven and effective way of encouraging active and sustainable modes of travel while helping people improve their health at the same time. We would be happy to work with Staffordshire County Council to deliver this intervention in Tamworth.

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 package.

Yours sincerely,

[Signature]

Yvonne Gilligan
Regional Director, Sustrans (West Midlands)

Registered Charity no. 326550/Company Limited by Guarantee no. 1797726/ VAT Registration no. 416740666

www.sustrans.org.uk
Will

Tamworth LSTF Bid

Tamworth is a busy interchange station between the West Coast Mainline and the Cross Country Network. Following the years of disruption during West Coast Route Modernisation; in 2010 a new timetable and new trains were introduced re-instating regular Crewe – London trains and restoring weekend train services. This has led to a big increase in annual passenger journeys at the station from around 700k in 2010 to 1.3m in 2013, and it’s still growing.

The station facilities did not match the needs of these extra passengers nor our ambition to encourage even more passenger volume growth. Last year we completed a scheme to renovate the station facilities this represented an investment of around £1m from the National Stations Improvement Programme.

We believe that Tamworth station is crucial to the success of the local economy allowing easy access to education, employment and leisure. The train service, trains and the station have been improved; the missing element needed to complete the picture is a safe route to the station for those passengers accessing the station sustainably.

I am therefore pleased to support Staffordshire County Council's LSTF funding bid. The scheme will create a fit for purpose interchange facility to support the delivery of the economic and environmental benefits for the town and the wider district.

Thank you for this opportunity to back your bid.

Yours Sincerely

Gerard Burgess
Partnerships Manager
London Midland
07771 831019
20th February 2014

Subject: Staffordshire County Council
LSTF Proposal

Dear Sir,

JMW are the current Real Time Passenger Information System (RTPI) supplier for Staffordshire County Council and have been working in close partnership since March 2010.

Due to the successful implementation of the previous Electronic Passenger Information System (EPI) in Burton upon Trent and Stafford, JMW’s experience and close working relationship with the County Council JMW believe that there is a huge opportunity to expand the new RTPI system into Tamworth that would benefit the region of Staffordshire and neighbouring authorities.

The existing RTPI infrastructure has been implemented with longevity in mind and has the capacity for future expansion. The central system is flexible and can share information with other local authorities and third parties that can benefit from where the core information can be delivered in various platforms using the latest technology.

The new RTPI system provides a variety of travel information and route planning and can provide other important information to the public. This information is accessible to all and includes the latest RNIB technology.

With the successful implementation of the RTPI system and previous EPI system JMW are in a position to continue to support Staffordshire County Council and partners in delivering additional benefits through the possible expansion of the current system and are fully committed in helping Staffordshire meet their objectives within the desired timescales and keeping within the LSTF guidelines.

JMW Systems Ltd
Dear Sir / Madam

I am writing to express my support for the bid for funding being made by Staffordshire County Council for Local Sustainable Transport Fund.

I run a bike hire and repair business in the Castle grounds in Tamworth and already do a lot of work with the local community including a disabled cycling club, and teaching people to ride. I also run a Mon and Fri walking club for the local community.

I have future plans to be able to teach people how to maintain their bikes, allowing people to use the centre’s tools, and also a way of getting people to meet other, especially the elderly. I am really keen on getting involved and helping to deliver some of the proposals in the project.

Yours Sincerely

Dave Owen

Dave Owen Cycles
The Activity Centre
Castle Pleasure Grounds
Tamworth
B79 9ND
Staffs
07896 504141
Mr. Clive Thomson  
Commissioner for Transport  
& the Connected County  
Staffordshire County Council  
Wedgwood Building, Block A  
Tipping Street  
Stafford  
ST16 2DH

31 March 2014

Dear Mr. Thomson

Access to Jobs, Education and Services in Tamworth – Local Sustainable Transport Fund Opportunity

The County Council is currently preparing a bid for Local Sustainable Transport Fund (LSTF) monies focusing on access to jobs, education and services in Tamworth. Arriva Midlands is the main bus operator in Tamworth and operates frequent services that serve the whole of the Borough as well as surrounding areas. Local services connect Tamworth rail station, the town centre, Ventura Retail Park, key educational establishments and the main residential areas. Arriva operate an extensive network of services throughout Staffordshire carrying 12 million passengers per annum.

Arriva has actively engaged in previous LSTF bids and project delivery in Staffordshire and has worked in close partnership with the County Council to implement electronic passenger information systems in Burton and Stafford. Other initiatives delivered in partnership include:

- ‘taster tickets’ to encourage travel by bus;
- roll out of Wi-Fi on buses;
- active engagement in the roll out of Real Time Passenger Information (RTPI) on specific routes;
- funding for maintenance of Wi-Fi and RTPI hardware;
- driver training;
- provision of travel information to workplaces and educational establishments; and
- reduced fares for specific user groups and offering evening and Sunday Fare Deals.

Ashby Road and Comberford Road leading into the Upper Gungate corridor to the north of Tamworth tend to experience the worst peak traffic congestion problems, particularly in the weekday morning peak hour. Ventura Park Road at the Ventura Retail Park suffers from significant traffic congestion particularly on Saturdays. These roads suffer from journey time delays and unreliability due to traffic congestion issues at peak times. This adversely affects bus journey times and service reliability.

investors

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39
Arriva support the development of a Quality Network Partnership (QNP) with Staffordshire County Council. The County Council will co-ordinate powers included in the Transport Act 2000 and the Local Transport Act 2008, and related guidance, to develop a voluntary partnership. The aim of the partnership is to assist in increasing use of public transport through improved services and implementation of appropriate restrictions on the use of private cars, whilst building on the viability and sustainability of the existing commercial public transport network. The partnership will define the responsibilities on all partners and the service standards which are to be consistently delivered.

In conjunction with the partnership, a Bus Punctuality Improvement Plan and Memorandum of Understanding will be developed to ensure that service delivery is monitored against clear operational targets. The County Council has agreed to work with Arriva with the offer of match funding investment for specific improvements. The QNP will encourage and enable the use of both existing and new powers to allow partners to develop and enhance the commercial public transport network, while supporting subsidised services where identified needs cannot be met commercially, providing the public with a viable alternative to the private car for commuting, retail and leisure journeys to and within each area.

The QNP will not possess either legal powers of its own, or a permanent legal status. It will deliver its objectives by gaining consensus for particular projects, and promoting the establishment of a legally-binding agreement between partners to achieve defined objectives.

Arriva is fully committed to improving bus services in and around Tamworth and fully support the proposals outlined in the Bid to introduce enhanced passenger information systems on key corridors in Tamworth. As a result of this we fully endorse further investment in the local transport network to encourage the use of sustainable modes of transport, wherever it is appropriate, as an alternative to the private car.

If this funding bid is successful Arriva Midlands will support delivery of the project, including:

- provision of timetables and information to large employers and establishments ensuring that resources are updated and replenished on a regular basis;
- ‘taster tickets’ such as one week of free travel to encourage modal shift;
- partnership working with Staffordshire County Council to introduce enhanced passenger information systems at stops and shelters on key corridors; and
- host bus forums where local bus users are invited to discuss their experiences when using buses in the area providing valuable feedback in an informal manner.

In summary Arriva Midlands strongly supports the Bid. We look forward to working in partnership with the County Council and other stakeholders to deliver the identified measures and help to promote sustainable travel and reduce congestion on key corridors in Tamworth.
Yours sincerely

Gordon Frost
Business Development Manager