Access Fund for Sustainable Travel Revenue Competition

2017 - 2020
Access Fund for Sustainable Travel Revenue Competition - Application Form

Applicant Information

Local transport authority name(s):
West Berkshire Council, Reading Borough Council, Wokingham Borough Council and Bracknell Forest Council.

Lead Authority - Wokingham Borough Council

Bid Manager Name and position:
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Highways and Transport
PO Box 153
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Wokingham
RG40 1WL

Website address for published bid:
A Project description and funding profile

A.1 Project name:

Active Access Berkshire

A.2 Headline description:

Our ambitious project will deliver proven initiatives from across our authorities to promote cycling and walking to residents and commuters and supports those making journeys for educational purposes and seeking employment.

Our combined local authority project will increase the usage of a new National Cycle Route NCN422 being delivered between Newbury town centre and Windsor LEGOLAND. It will directly reduce transport barriers to employment and skills training, and deliver demonstrable economic, environmental, safety and health benefits.

The cycle route will connect town centres, significant areas of housing development, major employment centres, four colleges of higher education and Reading University.

A.3 Type of bid

a) This bid is:

☐ Revenue only, and I confirm we have made provisions for a minimum additional 10% matched contribution

☐ Revenue & Capital and I confirm we have sourced the capital funding locally and have made provisions for a minimum additional 10% matched contribution.

b) If your bid is reliant on capital funding, please select one of the following options:

☐ Reliant on new bid to Local Growth Fund. This bid is reliant on capital funding from the Local Growth Fund and work cannot progress if LGF funding is not secured. (If so, please indicate the page number(s) in the Strategic Economic Plan that corresponds with the relevant capital investment(s):

☐ Contains Local Growth Fund contribution, but not reliant on it. This bid contains a local contribution from the Local Growth Fund, but the work can still progress as planned if LGF funding is not secured.

☒ Does not contain any Local Growth Fund contribution. The local contributions in this bid have been secured from sources other than a new bid to the Local Growth Fund, and there are therefore no relevant links to the LGF.

A.4 Total package cost (£m)

£2.672m

A.5 Total DfT revenue funding contribution sought (£m)

£1.668m
A.6 Local contribution (£m)

£1.004m

The four participating authorities, Wokingham Borough Council, West Berkshire Council, Reading Borough Council and Bracknell Forest Council will collectively contribute £1.004m towards the project.

A.7 Equality Analysis

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

☑ Yes  ☐ No

An Equality Analysis has been undertaken for Active Access Berkshire and does not identify any negative impacts in terms of gender, race, disability, sexual orientation and religious [collectively known as protected] groups. It indicates advantages to protected groups in terms of promoting and supporting equality of access. An Equality Impact Assessment was undertaken for the previous Sustainable Travel Transition Year 2016/2017 bid to the DfT, upon which this bid is based and therefore the same positive impacts are likely to be delivered across a wider geographical area.

A.8 Partnership bodies:

The Active Access Berkshire programme benefits from comprehensive support of key local partners who have committed to continue to work in partnership with the council in delivering elements of this bid. Details of the roles and responsibilities of each of our project partners are set out below.

**TABLE 1** Partnership Bodies

<table>
<thead>
<tr>
<th>Delivery Partners</th>
<th>Programme Role and Responsibilities</th>
</tr>
</thead>
</table>
| Thames Valley Berkshire Local Enterprise Partnership | Economic and Business Development  
Strategic advice on engagement and promotion of sustainable transport measures with the business community |
| Elevate Berkshire                        | Community and Voluntary Sector Support  
Elevate Berkshire is the place for 16-24 year olds in Berkshire to get help, advice and support on employment, work experience, volunteering and mentoring. |
| Intelligent Health Ltd                  | Limited Company  
Advice and support with Beat the Street                                                                 |
| Sustrans                                | Active Travel Charity  
Provision of Active Travel Officer and advice on cycle network development and promotion including the development of NCN422 |
| Berkshire Public Health bodies          | Local Government  
Strategic advice on scheme delivery to support local transport and public health objectives |
| Love to Ride                            | Active Travel  
Advice and support with Love to Ride                                                                 |
| TTC Group UK                            | Social Enterprise  
Road Safety and cycle training and cycling promotion specialists delivering cycling and walking training and promotion for over 10 years |
## TABLE 2  KEY THAMES VALLEY BERKSHIRE LEP PARTNERS

<table>
<thead>
<tr>
<th>Organisation</th>
<th>Programme Role and Responsibilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>University of Reading</td>
<td>Higher Education</td>
</tr>
<tr>
<td>Reading College</td>
<td>Further Education</td>
</tr>
<tr>
<td>Bracknell and Wokingham College</td>
<td>Further Education</td>
</tr>
<tr>
<td>Newbury College</td>
<td>Further Education</td>
</tr>
<tr>
<td>Reading Community Interest Company (CIC)</td>
<td>Reading CIC</td>
</tr>
<tr>
<td>Bracknell Regeneration Partnership</td>
<td>Regeneration leaders</td>
</tr>
<tr>
<td>Vodafone</td>
<td>Key local employer</td>
</tr>
<tr>
<td>Great Western Railway</td>
<td>Train operator</td>
</tr>
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</table>
B The Business Case

B.1 Project Summary

Active Access Berkshire will deliver a tailored package of revenue measures that directly promote sustainable access to employment and education and deliver increased levels of cycling and walking activity in line with the objectives of the DfT’s Cycling and Walking Investment Strategy. The package builds on previous successful initiatives and presents an opportunity to share combined knowledge and experience in partnership across four local authority areas in Berkshire.

The project will be linked to the delivery of the LGF funded National Cycle Route (NCN422). This 36 mile route will consist of infrastructure investment in cycleways, cycle lanes, cycle/pedestrian paths, quiet streets and protected cycle crossings on main roads. Active Access Berkshire will promote usage of NCN422 as each phase is delivered. Initial sections of the route, which have been established through LSTF capital funding, now exist in Reading, with links to Wokingham Borough and West Berkshire. Bracknell benefits from having significant lengths of existing traffic-free cycle routes which will eventually form part of the proposed NCN422. These sections can be used by cyclists to access employment and education centres in Reading, business parks in Wokingham, West Berkshire and Bracknell right from the outset of the project. The route is within 5 minutes cycle ride of 230,000 residents and over 500,000 residents are within 15 minutes cycle ride time. It also provides connections to major employment centres providing jobs to over 80,000 employees including large national and international firms with ambitions for future expansion. The route also connects with major centres of education including the University of Reading, which has a student population of over 15,000.

Active Access Berkshire will build on the impressive work carried out during the LSTF schemes, and extend this legacy to the Newbury and Thatcham area of West Berkshire as well. The lessons learnt will be applied also to new development opportunities that occur along the NCN route, thereby adding value and encouraging new travel habits. The proposal will exploit the opportunities that come from the redevelopment of Bracknell and Wokingham town centres and the links to significant new housing development along the route such as Newbury Racecourse, Kenavon Drive, Green Park Village, Montague Park and Amen Corner. In addition, the project will also be supported by pan authority sustainable transport initiatives such as the Wokingham, My Journey Programme (a range of awareness raising, promotion, training and supporting activities) and the West Berkshire, “Change the Way You Move” travel branding aimed at encouraging sustainable travel in the District.

Through Active Access Berkshire, the completion of each new phase will be actively promoted through to scheme completion in 2019 and the subsequent year. This will provide significant added value to the NCN422 by maximising awareness and usage of the route and therefore the return on the LGF funded capital investment. Our ambition is to create a growing momentum of interest and participation in cycling and walking. We have based our forecasts on our experience and evidence from previous projects but we expect to exceed these and achieve a much greater step change in sustainable transport modes through this project.

Our proposed package of measures comprises the following initiatives:

1) ‘Elevate Berkshire’ personal travel planning advice

Elevate Berkshire is a pan-Berkshire Economic Development programme specifically designed for 16-24 year olds to get help, advice and support on employment, work experience, volunteering and mentoring. Active Access Berkshire will provide two dedicated travel plan officers to the Elevate Berkshire programme to be co-located in the Elevate offices in Bracknell and Reading, although duties will be split across all four unitary areas. The officers will provide personal travel plan advice to young adults on how to best reach employment, education and training opportunities and ensure that travel is not a barrier to social mobility. This will include promoting the NCN422 where applicable and other walking and public transport options locally to suit individual requirements.

The process will engage at least 3800 young people, especially from socially and economically disadvantaged backgrounds with a target conversion rate of 43% in terms of supporting direct access into jobs or education.
2) ‘Beat the street’ cycling and walking promotion

Beat the Street is a Transport Award Winning project which delivers a real life walking, cycling and running game for the whole community. The approach can engage and encourage the whole community to get involved in cycling and walking to complement healthy and active life styles.

Building on previous success, the programme will be expanded to the wider travel to work area served by NCN422 and other routes around Reading, including parts of Wokingham Borough, West Berkshire and Bracknell town centre.

Beat the Street will target communities that are located within cycling and walking distance of the NCN422. The target population comprises 155,000 people living in the greater Reading travel to work area, 66,000 people living in and around Newbury and Thatcham and 77,000 people living in Bracknell Forest. This will build community awareness of the cycling and walking routes in the area and reward their use through fun promotional activity.

3) ‘Modeshift STARS’ sustainable travel to school

Modeshift STARS is the national schools awards scheme that has been established to recognise schools that have demonstrated excellence in supporting cycling, walking and other forms of sustainable travel. Active Access Berkshire would build on Wokingham and West Berkshire’s existing STARS schemes. Active Access Berkshire will extend the process into schools in Bracknell Forest and Reading. Active Access Berkshire will engage 16 schools annually; prioritising those along the NCN422 route to add value to the capital infrastructure investment. This will generate a Modeshift Programme of 48 schools over the three year period, establishing a legacy of cycling and walking to school well beyond the end of this funding programme. This programme is conservatively aiming for a 5% increase in walking and a 3% increase in cycling per year across the three year funding period.

4) Active Travel Officers

Active Access Berkshire will employ three co-located Sustrans Active Travel Officers to help deliver the objectives of this bid and the DfT’s Cycling and Walking Investment Strategy. The Active Travel Officers will provide support to the Active Access Berkshire programme, leading on a range of active travel and sustainable transport initiatives, including supporting all of the package elements, delivering separate projects ranging from bike maintenance sessions to road safety projects and promotional activities. The Sustrans Active Travel Officers will also engage with businesses, schools and higher education establishments, such as Reading University and a number of further education colleges that are located along the NCN422 route to promote its use.

5) Work Place Challenge

Active Access Berkshire will work with Love to Ride to engage with businesses along the NCN422 route to deliver the work place cycle challenge. The NCN route passes large business parks and town centres where there are major employers providing excellent opportunities for engagement and to reduce traffic congestion through incentivising sustainable travel. Love to Ride will continue to build upon the work that has already been done to make Berkshire much more bike-friendly. Since 2012, Love to Ride have engaged more than 180 organisations and 2,126 active participants, including 480 ‘new riders’ in the Reading and Greater Reading (Reading, Wokingham, West Berkshire) areas with associated benefits in a number of ways, from improving health to improving air quality and economic development and access to employment. Through the Active Access Berkshire programme, Love to Ride anticipates engaging 200+ organisations and 3,000-4,000+ participants in the first year, of which 700 – 1,200 would be new cyclists.

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1 Love to Ride is a social enterprise that deploys a range of tools including their online platform, smart phone apps as well as human resources to promote cycling initiatives, encouraging behavioural change in people to take up cycling as a sustainable alternative mode of travel.
Summary

Active Access Berkshire will be coordinated across four of the six local authorities that make up the Thames Valley Berkshire LEP and will make use of new and valued partnerships and tried and tested promotional techniques to maximise cycling and walking in support of economic growth and social mobility. The programme will further enhance the value of LGF investment in the new cross-Berkshire National Cycle Route NCN422 and support a step-change in active travel across the region.

The key highlights of the Active Access Berkshire programme can be summarised as:

- The programme has a BCR of 5.19, which represents very high value for money
- It will directly encourage more people to cycle and walk and boost the viability and attractiveness of these modes for local journeys. In combination with the new NCN422, the measures will promote viable travel options reducing the need to otherwise travel by car; resulting in fewer CO\textsubscript{2} and NO\textsubscript{x} emissions that can negatively impact air quality and the wider environment.
- Through initiatives such as Elevate Berkshire, our bid package will directly support the provision of individually-tailored advice and support to those seeking local employment and skills training opportunities. This will empower more people locally to consider the full range of transport options to access jobs or training providers across the local area.
- The package will highlight the enhanced cycling infrastructure represented by the NCN422 as well as recently introduced network improvements to enhance connections between residential areas, schools, public transport interchanges and local employment zones along the existing and planned cycling network.

B.2 The Strategic Case

Active Access Berkshire has been developed in close consultation with the Thames Valley Local Enterprise Partnership. This has ensured a package of measures that directly support strategic local policy aspirations to boost economic growth and business activity.

The programme of initiatives addresses the objectives of the Strategic Economic Plan and the Local Transport Plan objectives of all four authorities in its promotion of cycling, walking and public transport.

Building on similar successful local investment in recent years, Active Access Berkshire will continue promoting existing and planned investment in cycling and walking networks to local residential and business communities, creating a more integrated, resilient and sustainable transport network across Berkshire.
Key Issues

Three key issues underline the need for this project.

1. The level of physical activity of the population and obesity levels, although close to the national average, is of significant concern for public health. Further public health concerns arise from the extent of air quality management areas in the corridor.

It is estimated that around 10 people are admitted to hospital every day, due to obesity, in central and western Berkshire2. In 2013/14, there were 3,752 admissions with a primary or secondary diagnosis of obesity, according to the latest figures from the Health and Social Care Information Centre (HSCIC). The figure includes people from Reading, Bracknell, Wokingham and West Berkshire. The highest number of admissions was in Reading where 1,162 people were admitted of which 779 were women. The lowest number was in Bracknell with 812 admissions. Across the area, 60 people had bariatric surgery in 2013/14. In the same year, Royal Berkshire NHS Foundation Trust saw its spending on bariatric equipment increase sharply from £58,120 in 2012/13 to £109,788 in 2013/2014. These statistics indicate that there is an urgent need to tackle the rising obesity crisis by increasing the levels of physical activity amongst the general population in Berkshire. To this end, Active Access Berkshire will play an active role in promoting cycling for journeys to work and other purposes. A concerted effort will be made to target the resources efficiently by coordinating the programme initiatives with health care professionals working in this area.

2. The corridor running through the Berkshire towns in all four authorities contains a network of congested main roads, which will limit the ability to serve new developments without growing congestion unless an increased share of cycling, walking, and public transport modes can be achieved. There is also concern by the LEP that economic activity is not constrained by labour supply and to improve connectivity in general and, in particular, for job seekers.

A key point mentioned in the NPPF relates to the promotion of sustainable transport as a method of facilitating sustainable development and contributing to wider sustainability and health objectives. The NCN422, and its promotion through the Active Access Berkshire initiatives, will improve access to key town centres, employment areas and areas of existing and proposed housing development. This will encourage residents to walk or travel by bicycle, benefiting both their health and the wider economy.

3. As stages of the new national cycle route are completed, it provides an opportunity to achieve a significant increase in cycling in the corridor.

Levels of cycling, however, start from a low base and a significant promotion of the benefits of cycling is required to both achieve a step increase in usage. The ambition is to create a culture where cycling is considered and used by a much larger proportion of the population as a viable mode of travel for a number of journeys.

Most of the area is flat or gently undulating and so amenable to cycling. However, levels of cycling to work remain low and the 2011 census revealed that cycling to work in urban areas of the corridor varies between 2.3% Bracknell Forest and 4.2% Reading. While this is consistent with the south east average of 2.9% there is the opportunity to boost the number significantly in the Berkshire Thames Valley Corridor. The new national cycle route provides an ideal opportunity to overcome the inhibitor presented by the congested main road network in the corridor and achieve a step change in cycling as a mode of travel. The initiative will also boost sustainable travel. Levels of walking to work are highest in the urban areas of Reading Borough (17.2%) and West Berkshire (14.7%) although lower in Wokingham (6.7%) and Bracknell Forest (6.7%). Levels of public transport usage for the corridor are high for Reading (21.3%) but lower for Wokingham (10.6%) and West Berkshire (9.7%) and Bracknell Forest (7.4%).

Delivering the Thames Valley Strategic Economic Plan

The overarching priority of the Thames Valley Strategic Economic Plan (SEP) is to secure better access to talented people and bright ideas and to use both more efficiently.
Our overarching priority is to secure better access to talented people and bright ideas, and to use both more effectively

### People
1. Use better those who are already in the workforce
2. Inspire the next generation and build aspirations and ambition
3. Ensure that economic potential is not restricted by labour supply

### Ideas
4. Ensure that knowledge is effectively commercialised and grown within Thames Valley Berkshire
5. Strengthen networks and invest in the ‘soft wiring’ to use ideas better
6. Make Thames Valley Berkshire’s towns genuine hubs in the ideas economy

### High level Programmes within our Implementation Plan

<table>
<thead>
<tr>
<th>Infrastructure-transport, communications and place-shaping</th>
<th>Enterprise, innovation and business growth</th>
<th>Skills, education and employment</th>
<th>International</th>
</tr>
</thead>
</table>

**Promoting access to employment and opportunity for young people**

Active Access Berkshire will directly support two of the high level programmes within the SEP namely, infrastructure-transport and skills education and employment. The proposed initiatives will promote the SEP’s aim of giving residents wider travel choices, supporting behavioural change programmes and helping to reduce CO₂ emissions as well as peak traffic congestion. The initiatives also align with the SEP’s strategy to “encourage local sustainable transport networks that promote active travel on foot, on bicycle and on public transport”.

Active Access Berkshire will contribute to delivering Thames Valley Berkshire’s Strategic Economy by enhancing urban connectivity through cycling and walking. An increase in cycling and walking for employment, education, shopping and leisure journeys on safe, coherent and protected routes will help to reduce road congestion, improve road safety, improve health and well-being, and enhance quality of life for local residents. For example, removing transport as a barrier to employment will help local people access the 3,500 new jobs being created as part of the Bracknell town centre regeneration.

Active Access Berkshire will also work with funded and established SEP partners such as Elevate Berkshire as part of the wider ambition to address skills gaps and reduce unemployment and underemployment among our 16-24 year old population. Positively encouraging young people to cycle and walk to work, or recognise the viability of public transport options, can overcome perceived barriers to education and employment, while creating positive travel habits that have long term health and well-being benefits.

**Development of the National Cycling Network Route NCN422**

The LSTF project shared by Reading, West Berkshire and Wokingham Borough commissioned a study by Sustrans to develop a new National Cycle Route to connect the major town centres across Berkshire. Traditionally National
Cycle Routes avoid town centres. The concept of the new NCN422 route is that it should provide a safe, visible and direct route to connect town centres, business parks and areas of planned new housing development.

The route has overcome some significant barriers such as motorway on slips and no cycle routes through town centres. These have all been partly overcome through LSTF funding, pinch point funding, developer contributions and the redevelopment of town centres such as Bracknell.

Completion of the route to a good standard was funded by the first round of the Local Growth Fund and was subject to a Major Scheme Business Case. The total capital scheme cost, on which this business case is based, is £5.535million. The Thames Valley LEP contribution is £4.2million and delivered over the period 2016 to 2019. This timescale is broadly in line with the Access Fund. We will use the revenue funding to further promote the route and the benefits that result in its connectivity.

The value for money assessment for NCN422, undertaken in line with DfT guidelines, produced the following outcomes:

- Reduced Mortality benefit of £13,056,075 over a 10 year period;
- HEAT Cycling Economic Benefits of £3,230,000 over a 10 year period;
- Reduced Absenteeism benefit of £551,293 over a 10 year period.
- Changes in Air Quality will be felt by 25,123 households along the route
- BCR 2:08

Active Access Berkshire will not only directly contribute to the utility of the route, but also proactively promote its use by working with schools, higher education establishments and businesses that are located along the NCN422 corridor. It is envisaged that the capital infrastructure delivered through NCN422 when complimented by the revenue measures, set out within Active Access Berkshire, will provide a significant catalyst to increased cycling and walking along the corridor, beyond what would be expected from smaller scale projects.

**The key objectives of the new national cycle route are to:**

- Provide a full, coherent east-west cycle link between Newbury and Windsor for commuters;
- Support commuters by linking residential developments (existing and proposed) to key employment areas and town centres on the A4 / A329 corridor;
- Connect existing local and national cycle infrastructure, enhancing cycling connectivity locally and more strategically;
- Improve journey times, reliability, and journey quality for cyclists;
- Improve safety for cyclists and pedestrians;
- Encourage a modal shift towards cycling and reduce car dependency for journeys on the corridor

NCN422 follows the A4/A329 corridor and crosses five local authorities in Berkshire: West Berkshire, Reading, Wokingham, Bracknell Forest, and the Royal Borough of Windsor and Maidenhead. The route directly serves the major town centres of Newbury, Reading, Wokingham and Bracknell, and can be used to access Windsor town centre via other existing NCN route.

In addition to linking the town centres in the Thames Valley, the proposed NCN422 will improve connections with key centres of employment along the A4/A329 corridor. The key employment locations are summarised below and depicted in Figure 2, in the context of the proposed route and existing NCN routes.
The scale of employment centres along the NCN422 corridor, as demonstrated in Table 3, highlights its potential to encourage the use of cycling as a viable sustainable alternative to single occupancy car trips within the borough.
TABLE 3

Key Employment Centres

<table>
<thead>
<tr>
<th>Key Employment Centres</th>
<th>Estimated Number of Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newbury – Vodafone, Bayer</td>
<td>5,500</td>
</tr>
<tr>
<td>Thatcham – KUEHNE+NAGEL, Southern Electric</td>
<td>5,000</td>
</tr>
<tr>
<td>Theale – Arlington Business Park (Pepsico, KPMG, HP), IKEA</td>
<td>5,500</td>
</tr>
<tr>
<td>Reading – Green Park/Reading International Business Park (Cisco, Huawei, Verizon), central Reading (HSBC, Thames Water, Prudential, SSE, EA), Thames Valley Park (Microsoft, BG Group, Oracle), Winnersh Triangle (Jacobs, Harris, Virgin Media)</td>
<td>50,000+</td>
</tr>
<tr>
<td>University of Reading</td>
<td>4,000</td>
</tr>
<tr>
<td>Bracknell – Western Business Area (Dell, 3M, Cable &amp; Wireless), Southern Business Area (Waitrose, Panasonic, Fujitsu)</td>
<td>10,000</td>
</tr>
<tr>
<td>Ascot</td>
<td>500</td>
</tr>
<tr>
<td>Windsor – Legoland, (Eton College, Windsor Castle &amp; Centrica not included)</td>
<td>2,100</td>
</tr>
</tbody>
</table>

Over 45,000 new homes are due to be delivered across West Berkshire, Reading, Wokingham, Bracknell Forest within each local authority’s respective plan period. The projected growth in housing across the Thames Valley will require greater investment in cycling and walking infrastructure to limit the increasing pressure on the local road network. The proposed NCN422 will help to serve them and reduce their impact on the highway network by encouraging new residents to switch to cycling for appropriate journeys. The locations of developments adjacent to the new route are shown on Figure 3.

FIGURE 3

RECENT AND FUTURE RESIDENTIAL DEVELOPMENT LOCATIONS ALONG THE NCN ROUTE
The Active Access Berkshire package will facilitate significantly better usage of the new NCN route through promotion and use of the route. All cycling related promotions encapsulated within Active Access Berkshire will include references to the new NCN route. The LEP funded route provides a cycling spine through the four transport authorities in this bid, connecting up existing cycleways that provide the critical final links into business parks, town centres and areas of existing and new development. Active Access Berkshire would effectively drive new and existing cyclists towards the route by raising awareness and use. Additional value would be given by the Elevate Berkshire travel plan advisers through their work with 16 to 24 year olds.

Partnering with Sustrans also enhances the value of the new route in less obvious ways. Sustrans are the custodians of the National Cycle Route Network and often use volunteers or rangers to undertake light maintenance and route promotion. The officers supplied to this project will have the ability to reach and use this extra resource to ensure the route is not only promoted as part of the national network, but also at the grass roots cycling level, which is extremely important when trying to affect transport behaviour change.

**Active Access Berkshire - Package approach**

The table below has been developed to prioritise revenue initiatives that deliver against the objectives detailed in the Access Fund, DfT’s National Cycling and Walking Investment Strategy and the objectives of the Thames Valley Berkshire LEP’s Strategic Economic Plan (SEP). The schemes have been scored on the basis of their compliance with policy objectives, value addition to planned capital spend as well as their potential to directly promote the use of NCN422. Interventions that score poorly against the delivery objectives have been discounted. The top five have been taken forward to form the Active Access Berkshire programme.

**TABLE 4 HOW THE PACKAGE OF INITIATIVES SUPPORTS THE STRATEGIC ECONOMIC PLAN**

<table>
<thead>
<tr>
<th>Active Access Berkshire Initiative</th>
<th>Supports access to Work, Skills, Education or Training</th>
<th>Actively promotes increased level of physical activity</th>
<th>Increase the %age of children 5-10 that walk to school</th>
<th>Double the number of Cyclist by 2025</th>
<th>Addresses Road Safety and Active Travel issues</th>
<th>Reduce Traffic Congestion and Address Air Quality</th>
<th>Supports the Local Economic Plan and SEP Targets</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elevate Berkshire</td>
<td>✓✓✓</td>
<td>✓✓</td>
<td>xxx</td>
<td>✓✓✓</td>
<td>✓✓✓</td>
<td>✓✓</td>
<td>✓✓✓</td>
<td>16</td>
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<tr>
<td>Beat the Street</td>
<td>✓✓✓</td>
<td>✓✓</td>
<td>✓✓</td>
<td>✓✓</td>
<td>✓✓✓</td>
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<tr>
<td>Modeshift STARS</td>
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<td>✓✓</td>
<td>✓✓</td>
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<td>✓✓✓</td>
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<td>Active Travel Officers</td>
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<td>✓✓</td>
<td>✓✓</td>
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<td>Business engagement (BTP)</td>
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<td>✓✓✓</td>
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<tr>
<td>Discounted PT (1st month) for job seekers entering the workforce</td>
<td>✓✓✓</td>
<td>✓</td>
<td>xxx</td>
<td>xxx</td>
<td>✓✓</td>
<td>✓✓</td>
<td>✓✓✓</td>
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<tr>
<td>Faxi App</td>
<td>✓</td>
<td>xxx</td>
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<td>x</td>
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<td>Wheels to Work</td>
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</tr>
<tr>
<td>Personal Journey Planning (PTP)</td>
<td>✓✓</td>
<td>xxx</td>
<td>✓</td>
<td>✓✓</td>
<td>✓✓</td>
<td>✓✓</td>
<td>✓✓✓</td>
<td>12</td>
</tr>
<tr>
<td>Cycle Theft Campaign</td>
<td>✓</td>
<td>✓✓</td>
<td>✓</td>
<td>✓✓</td>
<td>✓✓</td>
<td>✓✓</td>
<td>✓✓✓</td>
<td>15</td>
</tr>
</tbody>
</table>

**Key** Scale of 1 to 3. 3 Being most positive or negative (each tick = 1, each x = -1). Total possible score = 21
The five key initiatives that constitute the Access Thames Valley programme are:

1) ‘Elevate Berkshire’ personal travel planning advice to jobseekers
2) ‘Beat the Street’ cycling and walking promotion
3) ‘Modeshift STARS’ sustainable travel to school
4) Active Travel Officers
5) Work Place Challenge

These initiatives have been set out within the context of three overarching themes to demonstrate that the initiatives are in line with objectives of the Access Fund, would help to deliver the strategic aims of the recently published Cycling and Walking Investment Strategy (CWIS) and also contribute towards achieving the aspirations outlined within the Thames Valley Strategic Economic Plan.

Theme 1:
Evidence that the bid will support the economy by supporting access to new and existing employment, education and training

INITIATIVE 1 - ELEVATE BERKSHIRE

Active Access Berkshire will work with Elevate Berkshire to ensure that sustainable transport options, particularly cycling and walking are embedded into a process that enable young people to access new and existing employment, education and training opportunities.

Elevate Berkshire is an Economic Development programme which is specifically designed for 16-24 year olds in Berkshire to get help, advice and support on employment, work experience, volunteering and mentoring.

The Thames Valley Berkshire SEP implementation plan sets out the case for investment to achieve the delivery of a programme that actively promotes investment in skills, education and employment.

Achieving our Vision for Thames Valley Berkshire:
“...Our workforce will be the lifeblood of our economy: young people will be inspired and older workers valued...”

Elevate Berkshire has been created to fulfil the vision. The project is set up to mirror the six unitary authorities across Berkshire with an office in each of the main towns, these being Newbury, Reading, Wokingham, Bracknell, Maidenhead and Slough. The Elevate Berkshire programme is funded by a combination of LEP Growth Funding and the European Social Fund.

Active Access Berkshire will provide two dedicated travel plan officers to the Elevate Berkshire programme to be co-located in the Elevate offices in Bracknell and Reading, although duties will be split across all four unitary areas. The remit of the officers will be to provide personal travel plan advice on how to best reach employment, education and training opportunities and ensuring that travel is not a barrier to social mobility. Each officer will be provided with an individual promotional budget, much like the model used by Sustrans in support of their Active Travel Officers.

This solution to fully integrate cycling and walking into the skills, education and training process results from the successful trial of using personalised travel planners to give travel advice in the Wokingham Elevate office as part of the ongoing My Journey project specific to Wokingham Borough.
KEY OUTPUTS

<table>
<thead>
<tr>
<th>How the initiative meets the Access Fund Objective</th>
<th>'Elevate Berkshire' supports access to new and existing employment, education and training</th>
</tr>
</thead>
<tbody>
<tr>
<td>How the initiative contributes towards the SEP priority</td>
<td>We are seeking to fund one project through LGF 2015/16. By 2020/21, this will deliver 250 jobs and various other outputs including: 130 L3 Apprentices; 210 Higher Apprentices; 220 L3 STEM qualifications; and 140 STEM traineeships. We estimate its overall net impact in GVA terms to be around £8.6m.</td>
</tr>
<tr>
<td></td>
<td>Our wider Skills, Education and Employment Programme will deliver important outcomes including almost 1,000 Apprenticeships/Higher Apprenticeships and well over 2,000 people with better employability skills. We estimate that the overall impact, by 2020/21 will be a net GVA uplift of £26.5m</td>
</tr>
</tbody>
</table>

Theme 2:
To actively promote increased levels of physical activity through cycling and walking

This section focusses on measures that promote increased levels of physical activity through cycling and walking. As summarised in the Claiming the Health Dividend report prepared for the DfT in 2014 by Dr Adrian Davis, the benefits of small cycling and walking scheme can often have BCR of 4:1. Dr. Davis concludes that there are also other good reasons to invest in cycling and walking schemes as they help achieve many co-benefits – for business, health, carbon reduction, education, pollution reduction, social cohesion etc.

INITIATIVE 2: ‘BEAT THE STREET’ CYCLING AND WALKING PROMOTION

Beat the Street is a Transport Award Winning project which delivers a real life walking, cycling and running game for a whole community. The project relies on competition and is primarily aimed at school pupils aged 5-10 years, which is in line with the Cycling and Walking Investment Strategy. However the overall effect is that it encourages the whole community to get involved in supporting children’s ambition to succeed.

Beat the Street encourages players to score points and win prizes by walking, cycling or running from point to point and tapping a registered and activated Beat the Street RFID (Radio Frequency ID) card or Fob on sensors (Beat Boxes) which are placed on lamp posts across the dedicated routes where the game is being played. A player taps their Beat the Street card or fob at various points on their way to and from work, school and to the shops. Registered players can win regular spot prizes for a ‘lucky tap’ on a Beat Box.

Locally, Reading Borough Council, and Reading Clinical Commissioning Group have been working with Intelligent Health, a social enterprise, to deliver ‘Beat the Street’. The project was piloted in a small area of Reading in 2013 and has since grown organically to cover most of the Reading travel to work area. The programme was successfully delivered in Wokingham Borough for a three month period between April and June 2015 and the intention is to emulate its success through the Active Access Berkshire by embedding it as part of the My Journey programme in the years to come. Beat the Street was also successfully trialled at two schools in Bracknell Forest in 2013 but a lack of funding since has prevented it being more widely used.

Active Access Berkshire proposes to take the scheme delivered in Reading and expand that to the wider travel to work area around Reading, which includes parts of Wokingham Borough and West Berkshire. Using the "Beat the Street" approach a scheme would be delivered for central Newbury which would build on the redevelopment of the town centre and the new housing development taking place at Newbury Racecourse.

Active Access Berkshire would also use Beat the Street to promote sustainable access to Bracknell town centre once the £240m redevelopment process is completed. As result of the demolition and building works, Bracknell town centre is relatively lightly trafficked. However, this is expected to dramatically change once the Lexicon
development is open. Beat the Street will be used to positively influence the newly developed sustainable cycling and walking access. Beat the Street will target 155,000 people living in the greater Reading travel to work area, 66,000 people living in and around Newbury and Thatcham and 77,000 people living in Bracknell Forest.

The scheme has proved successful in Reading and Wokingham Borough. In 2016 the Reading scheme attracted over 23,000 people and delivered significant health outcomes for the CCG and Public Health Team. Feedback shows that there was a significant increase in the proportion of Reading Borough residents meeting the Department of Health’s physical activity target. This was surveyed to be 38% at the beginning of Beat the Street and 54% at the end. The positive trends were evident amongst both those under 16 (increase from 41% to 62%) and adults (increase from 36% to 53%).

In Wokingham Borough 4,474 people from Woodley took part and walked a total of 54,708 miles over eight weeks. Eight out of ten people thought that Beat the Street helped them walk more than usual (76%), be more active (85%) and feel healthier (75%).

**INITIATIVE 3: ‘MODESHIFT STARS’ - SUSTAINABLE TRAVEL TO SCHOOLS**

Modeshift STARS is the national schools awards scheme that has been established to recognise schools that have demonstrated excellence in supporting cycling, walking and other forms of sustainable travel.

Active Access Berkshire would build on Wokingham and West Berkshire’s existing STARS schemes, formalise this process to upgrade to Modeshift STARS and extend the process into schools in Bracknell Forest and Reading.

The scheme encourages schools across the country to join in a major effort to increase levels of sustainable and active travel in order to improve the health and well-being of children and young people. Modeshift STARS directly supports increased physical activity as one of the two overarching objectives of the Access Fund as well as the Cycling and Walking Investment Strategy objective to increase the percentage of 5 to 10 year olds walking to school.

Active Access Berkshire would target 16 schools per year prioritising those along the NCN422 route to add value to the capital infrastructure investment. This would, in effect, give the area a target segment of 48 schools over the 3 year period, which will have a legacy well beyond the end of this funding programme. The programme aspires to reach out to 30,800 pupils and is likely to give a mode shift of around 2464 pupils based on results delivered in the Wokingham Borough programme which is already active.

The Modeshift STARS programme would be supported by other initiatives within the programme such as ‘Beat the Street’ and a host of other measures developed by the Active Travel officers. The Active Travel officers will be responsible for overseeing the delivery of the programme amongst their other duties in support of Active Access Berkshire. The Modeshift STARS programme also allows for wider partnership support by acting as a ‘gateway for road safety presentations, the delivery of Bikeability programmes and for schemes run by public health teams.

The programme proposes to grant a bonus payment incentive of £2,000 per school when bronze accreditation is achieved. Schools can use the bonus payment to invest into cycling and walking related initiatives to help them acquire a silver accreditation.

**KEY OUTPUTS**

<table>
<thead>
<tr>
<th>How the initiative meets the Access Fund Objective</th>
<th>How the initiative contributes towards the SEP priority</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Reversal of the decline in walking activity</td>
<td>By creating awareness and encouraging the use of viable sustainable travel alternatives to car trips, Modeshift STARS would directly contribute towards the SEP’s aim of giving residents wider travel choices, supporting behavioural change programmes and helping to reduce CO₂ emissions as well as peak traffic congestion. The initiative also aligns with the SEP’s strategy “to invest in... and also to encourage local sustainable transport networks that promote active travel on foot, on bicycle and on public transport”</td>
</tr>
</tbody>
</table>
Theme 3:
Reduced traffic congestion through providing people travel choices

INITIATIVE 4: ACTIVE TRAVEL OFFICERS

Active Access Berkshire will employ three co-located Sustrans Active Travel Officers to help deliver the objectives of this bid and the DfT’s Cycling and Walking Investment Strategy. The Sustrans Active Travel Officers will be required to engage with businesses, schools and higher education establishments, such as Reading University and a number of Further Education colleges along the NCN422 route. The Active Travel Officers will provide support to the Active Access Berkshire programme by leading on a range of active travel and sustainable transport initiatives, including supporting package elements 1 to 4 as well as delivering separate projects ranging from bike maintenance sessions to road safety projects and promotional activities.

A typical programme of initiatives managed by the Active Travel Officers would include:

- **New housing development**
  Support Active Access Berkshire in providing sustainable transport information and initiatives to residents moving into new housing in close proximity to NCN422 across the four authorities

- **Nurseries and pre-schools**
  Continuation and expansion of the balance bike training, loan bike scheme and cycle training to parents and young children.

- **Junior, Primary and Secondary schools**
  Support the Road Safety Officers in delivering initiatives such as Safe Drive Stay Alive and national schemes such as the THINK! campaign.

- **Programme wide cycle activities**
  Expand provision of adult cycle training, promotion of the Ready Bike scheme, loan bike scheme, beginner rides, Dr Bike sessions and bike maintenance courses.

- **Workplaces**
  Continue to provide business orientated active travel programmes in town centres and locations such as Arlington Business Park, Green Park, Thames Valley Park and Winnersh Business Park.

Active Travel Officers from Sustrans are able to provide additional value to the project package. Sustrans have an extensive back catalogue of schemes that are proven to be tried and tested and the Officers have access to this knowledge. Additionally they are able to utilise Sustrans nationally negotiated discounts on equipment e.g. Scooterpods, Frog Bikes, cycle accessories. Lastly they also have access to the Sustrans volunteer network, this network has proved to be extremely useful in the Reading travel to work area, where volunteers have supported training initiatives, and help in led rides as well as used their personal time to maintain and clear vegetation along the National Cycle Network.

INITIATIVE 5: WORK PLACE CHALLENGE

Active Access Berkshire will work with Love to Ride to engage with businesses along the NCN422 to deliver a cycle to work challenge. The NCN route passes large business parks and through town centres, where there are major employers, providing excellent opportunities for engagement and to reduce traffic congestion though incentivising the use of sustainable modes.

Active Access Berkshire have specifically chosen a workplace cycle challenge and Love to Ride as it delivers a focused approach on one mode of travel, cycling, much like Beat the Street does for walking. The workplace cycle
challenge also targets residents who travel in peak periods, such as journey to places of work and therefore having a direct impact on congestion as well as promoting travel choice, in this case cycling.

Reading Borough Council, Wokingham and West Berkshire have experience of working with Love to Ride during the LSTF Major project. Active Access Berkshire is an opportunity to widen the scope of the project to include major businesses in Bracknell Forest. The results of the past challenge were encouraging in that, across the LSTF area, 67 businesses competed in the challenge including large businesses such as Foster Wheeler and Microsoft and a significant number of Small and Medium scale Enterprises (SMEs). The data and information collected as part of the challenge is still current and can be used as the benchmark for a new yearly challenge, thereby avoiding the need to start afresh.

Post-challenge survey data revealed that 35% of those that registered with the challenge reported as cycling at least once a week three months after the challenge had finished. Following hard on the heels of this success, Active Access Berkshire programme proposes to run a series of challenges that are consistently promoted over the 3 year period, enabling the programme to potentially deliver longer term behavioural change within the application area.

There are additional benefits of having a longer term project that would allow the data collected to be used in an innovative way that can benefit other areas of sustainable transport beyond activities that surround the Access Fund. By creating a cycling programme that can run over a 3 year period, the associated data can be used to better understand the cycle journey patterns to work and for providing information on routes which are conducive for cycling and which appear to have barriers.

Lastly, there are health benefits associated with delivering an on-going cycle challenge. Love to Ride completed a study in 2010/11 with Department of Health and Finding New Solutions (FNS) funding. This study used the Health Economic Assessment Tool (HEAT) to measure the potential impact of the workplace cycle challenge programme on health. The BCR of this programme, on the health impacts alone is 4:1. Love to Ride is a proven and highly effective behaviour change platform and year-round programme that impacts individuals, groups, whole communities and workplaces by promoting cycling and helping people along a personal journey of change.

**KEY OUTPUTS**

<table>
<thead>
<tr>
<th>How the initiative meets the Access Fund Objective</th>
<th>Contributing to the CWIS aim of doubling the number of cyclists by 2025</th>
</tr>
</thead>
<tbody>
<tr>
<td>How the initiative contributes towards the SEP priority</td>
<td>By creating awareness and encouraging the use of viable sustainable travel alternatives to car trips, Work Place Challenge would directly contribute towards the SEP’s aim of giving residents wider travel choices, supporting behavioural change programmes and helping to reduce CO2 emissions as well as peak traffic congestion</td>
</tr>
</tbody>
</table>

**Improving Air Quality through Reduced Emissions**

NCN422 passes through and is close to a number of Air Quality Management Areas (AQMA) across the four authorities. Air Quality management areas have been declared around the A339/A343/Greenham Road junction in Newbury (close to the NCN422). Reading Borough is covered by an extensive Air Quality Management Area and this covers the length of the NCN route in the borough (A4 and A329). Wokingham Borough has declared two AQMAs, in Winnersh, at the A329 junction with Woodward Close and at Shute End in Wokingham town centre. There are two declared Air Quality Management Areas declared in Bracknell Forest, albeit not within close proximity to the NCN route.

Air Quality was assessed as part of the Local Growth Fund major scheme business case for the development of NCN422. The major scheme business case concluded that the capital development of the route would be ‘beneficial’ for over 25,123 homes within 200 metres of the route. This matter is being addressed within Air Quality Action Plans to link air quality, transport planning and active travel and coordinate action with Health Partners.
The promotion of alternatives to the car, through the package of measures identified within Active Access Berkshire, could potentially assist in delivering a reduction in carbon emissions and support the implementation of Air Quality Action Plans within some of the county’s Air Quality Management Areas. At the heart of the project is the promotion of cycling and walking for more trips. Proposed interventions with schools and workplaces will take place near AQMAs as a priority.

**Enhancing returns on capital investment**

The Thames Valley Berkshire LEP has secured £96.9m from the Government’s Local Growth Fund to support economic growth in the area – with £13.4m of new funding confirmed for 2015/16 and £2.0m for 2016/17 to 2021.

The Active Access Berkshire programme will enhance the committed funds from the Growth Deal and deliver growth by enhancing urban connectivity and addressing strategic infrastructure priorities across the LEP area, including NCN422. This will enable the delivery of essential housing at sites in Newbury, Wokingham and Bracknell and improve access and reduce journey times across the LEP area.

Active Access Berkshire will also add value to the Growth Deal funding to facilitate the SEP objective of addressing the wider skills gap, education and employment through the Elevate Berkshire programme tasked with delivering outcomes including almost 1,000 Apprenticeships/Higher Apprenticeships and well over 2,000 people with better employability skills by 2021.

**Supporting Urban Regeneration**

Active Access Berkshire will add value to the redevelopment of Bracknell town centre. The Local Growth Fund has allocated £6.38 million to the redevelopment process. The redevelopment of Bracknell town centre, which is located on NCN422 will create 3,540 new jobs by providing 635,000 sq ft of new and refurbished retail floor-space, 250,000 sq ft of leisure and restaurant floor-space, and 1,000 residential units. The redevelopment process is being driven by 11,000 new homes so it is important that new residents have access to the new town centre by sustainable means.

Active Access Berkshire through its package of measures will encourage residents to make the most of improved town centre accessibility. The regeneration process will deliver new footway/cycleways and toucan crossings, road re-alignment, signing, resurfacing, new lighting and new pedestrian crossings which link the town centre to bus and rail stations.

**Building on past success and generating legacy**

West Berkshire and Wokingham Borough have worked with Reading Borough previously through the major LSTF scheme secured by Reading and we are well aware of how effective partnership can be in delivering cross boundary cycling and walking schemes. The major LSTF scheme delivered very significant new cycling infrastructure such as Christchurch Bridge, a pedestrian and a cycle bridge crossing the Thames in central Reading. The major scheme also delivered a very popular and easy to use cycle hire scheme called ReadyBike which has 29 docking stations and 200 bikes available to hire spread across the West Berkshire, Reading and Wokingham travel to work area.

The major scheme also delivered a new cycle and pedestrian link under the Great Western Main Line at Napier Road. This will become more significant when the East Reading MRT route is delivered. The project which is LGF funded will deliver a new bus, pedestrian and cycle route for East Reading, linking the £1bn redevelopment of Reading station directly to business opportunities.

The major scheme combined with individual LSTF schemes provided the foundation for the development of NCN422 which is a scheme that now ties West Berkshire, Reading, Wokingham and Bracknell together to deliver a LEP supported Thames Valley Berkshire scheme. This scheme now needs active promotion and use to ensure that maximum benefit is realised. Active Access Berkshire will be able to use the route to address congestion, encourage sustainable commuting, promote economic growth, reduce carbon emissions, while providing safe, healthy, fun routes to school.
B.3 The Economic Case - Value for Money

The economic case for our bid package has been developed utilising the Department for Transport Active Mode Appraisal Toolkit. Data on existing cycling and walking activity has been collated from local counts and following a review of previous programme evaluations. A detailed economic appraisal note is provided at Appendix A. The impact proformas are included at Appendix B.

Quantifiable Impacts

1. **Physical Activity (including absenteeism)** - Increased cycling and walking levels will increase the level of physical activity. This will in turn improve health and reduce mortality in the population. Improved health will also reduce the level of absenteeism from the workplace. The benefits that arise from the programme have been estimated at £8,638,890.

2. **Accident Reduction** - Increasing cycling and walking levels reduces the number of road accidents by reducing the distance of motorised travel. The benefits that arise from the programme have been estimated at £136,160.

3. **Decongestion** - The bid package is expected to deliver a reduction in motorised trips through generating modal shift towards active travel alternatives for some journeys. The marginal external cost benefits that arise are calculated as £537,690.

4. **Environmental** – The bid package is expected to produce a modal shift from motorised travel. The benefits that arise from a reduction in associated emissions have are calculated as £31,120.

5. **Indirect Taxation** – Due to a reduction in motorised travel there will be a reduction in the level of taxation received by the treasury. The disbenefits that arise from a reduction in taxation have been estimated at £177,260.

6. **Value for Money** – The bid package costs have a present value of £1,614,880 discounted to 2010 prices. The bid package benefits have a present value of £8,388,640, providing a Benefit to Cost Ratio of 5.19. This represents very high value for money according to the DfT Value for Money criteria.

The Analysis of Monetised Costs and Benefits table shown presents the outputs of the DfT Active Mode Appraisal Toolkit.

**TABLE 5**

<table>
<thead>
<tr>
<th><strong>ANALYSIS OF MONETISED COSTS AND BENEFITS (IN £’000) CENTRAL CASE</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Noise</strong></td>
</tr>
<tr>
<td><strong>Local Air Quality</strong></td>
</tr>
<tr>
<td><strong>Greenhouse Gasses</strong></td>
</tr>
<tr>
<td><strong>Journey Quality</strong></td>
</tr>
<tr>
<td><strong>Physical Activity (inc. absenteeism)</strong></td>
</tr>
<tr>
<td><strong>Accidents</strong></td>
</tr>
<tr>
<td><strong>Decongestion</strong></td>
</tr>
<tr>
<td><strong>Indirect taxation</strong></td>
</tr>
<tr>
<td><strong>Private contribution</strong></td>
</tr>
<tr>
<td><strong>Present Value of Benefits (PVB)</strong></td>
</tr>
<tr>
<td><strong>Present Value of Costs (PVC)</strong></td>
</tr>
<tr>
<td><strong>Benefit Cost Ratio (BCR)</strong></td>
</tr>
</tbody>
</table>
Qualitative Impacts

1. Economic growth – promoting cycling and walking through the bid package will promote a wider range of travel options to even more residents and employees in the Berkshire area. This will lessen capacity pressures on the local highway network that would otherwise act as a constraint on economic activity and growth. Promoting cycling and walking locally will also support a more resilient economy, less susceptible to environmental shocks that might otherwise hinder local mobility.

2. Job creation - Supply chains jobs have been calculated utilising the approach recommended in the LSTF employment impact document. Based on a full programme spend the total employment impact per year during implementation is 11 FTE jobs.

More widely, the bid package will enhance access to jobs and skills training for those seeking employment and career development. This will directly boost local employment and economic growth by improving access to a prospective local workforce.

3. Business benefits – the bid package will support improved business resilience, productivity and competitiveness by lessening the requirement for and propensity to access employment locations by car. The corresponding health benefits to staff will also reduce rates of absenteeism, further supporting productivity gains for business, whilst reducing staff turnover rates.

4. Public health – promoting cycling and walking through the bid package initiatives will directly increase such activity, to direct benefit of reducing childhood and adult obesity levels and reducing levels of morbidity.

5. Increased public transport usage - The Active Travel officer and Elevate Berkshire proposals will also promote local buses and train services, providing additional benefits to the local highway network and supporting a key SEP objective of linking residential areas to mainline railway stations, employment, leisure, learning and retail centres.

6. Unlocking housing growth – The proposals will encourage travel by sustainable modes thus reducing the pressure on highway capacity and enabling areas of planned housing development to come forward.

Assumptions and Evidence

The following points outline key headline assumptions and evidence used in deriving the economic assessment of our scheme package:

**Appraisal Parameters**

A 20 year assessment period (2016 -2036) has been utilised together with a 20% decay rate applied to the central case. All benefits are discounted to 2010 and reported in 2010 prices.

Sensitivity tests on the decay rate have also been undertaken, should a decay rate of 10% be utilised the proposals would generate a BCR of 8.35 (very high value for money) and should a 33% decay rate be utilised a BCR of 3.49 (high value for money) would be generated.

An Optimum bias of 15% has been applied as the authorities have experience in successfully delivering measures included within the bid and established the cost. Therefore an optimum bias of conditional approval stage is considered appropriate. A Quantified Risk Assessment has not been undertaken for the proposals as any risks will have been captured within the optimum bias. Section B7 outlines our risk management case

Local counts have been utilised to develop a baseline number of cyclists and a conservative estimate of walking trips.

The bid package is estimated to result in an increase of 1492 daily cycling trips and 1954 daily walking trips. This is based upon:

**Elevate Berkshire**

Elevate Berkshire has the potential to reach over 3,800 participants across the four local authorities. Evidence from a number of LSTF projects has identified that participants are more likely to find employment when taking part in the project. The Solent Area reports that 43% of participants found work compared to 16% who did not engage.
Beat the Street

Previous Beat the Street campaigns took place in Reading and Wokingham (along with many other cities and towns throughout the UK and Europe), with around 23,000 people having taken part in Reading alone in 2016. Recent evidence indicates that the proportion of people meeting the Departments for Health’s physical activity target of 30 minutes or more of physical activity increased from 36% to 53%, in Reading, as a result of the campaign. A post monitoring survey also highlighted seven out of ten said Beat the Street helped them walk more than usual (73%) and about one third said they were motivated to cycle more (32%). Three quarters said they would try to continue the changes they had made after Beat the Street ended (74%). An Independent evaluation of Beat the Street programmes in 2012 showed that it increased walking to school by 20% and that the increase in walking was sustained in the weeks following the end of the competition.

Modeshift STARS

Evidence from schools currently engaged within Wokingham and West Berkshire shows pupils cycling to school three or more times a week has increased from 6.6% to 17.1%

This programme is conservatively aiming for a mode-shift target of 5% increase in walking and 3% increase in cycling per year across the 3 year funding period.

Workplace Challenge

The project will be delivered by Love to Ride who anticipate a project at this level of sustained funding and geographical size including major urban conurbations would engage 200+ organisations, 3,000-4,000+ participants, of which 700 – 1,200 are new riders in the first year.

Additional Information is included within Appendix A and B

B.4 The Financial Case - Project Costs

<table>
<thead>
<tr>
<th>TABLE 6</th>
<th>TABLE A: FUNDING PROFILE (NOMINAL TERMS)</th>
<th>Figures entered in £000s (i.e. £10,000 = 10).</th>
</tr>
</thead>
<tbody>
<tr>
<td>DfT Funding Sought</td>
<td>£588</td>
<td>£542</td>
</tr>
<tr>
<td>Local Authority Contribution</td>
<td>£314</td>
<td>£315</td>
</tr>
<tr>
<td>Third Party contribution including LGF</td>
<td>£60</td>
<td>£0</td>
</tr>
<tr>
<td>Total</td>
<td>£962</td>
<td>£857</td>
</tr>
</tbody>
</table>
B.4 Management Case - Delivery

The only capital initiative that has an influence on the Active Access Berkshire programme is the NCN422 cycle route. However, this is funded through LGF and is therefore outside the remit of this Access Fund bid. The scheme design for various sections of the NCN422 has either been completed or is ongoing, with the scheme implementation scheduled to be delivered, in phases, before the end of the financial year 2018/2019. The timescales are therefore in line with the Active Access Berkshire programme.

Table C: Construction milestones

Not applicable since these are essentially revenue initiatives. The project programme is provided at Appendix C.

B.5 Management Case - Statutory Powers and Consents

No statutory powers or consents are required for this programme.

B.6 Management Case - Governance

The four local authority partners have agreed a defined governance structure to take this project forward to completion. The governance structure is presented at Appendix D. Chris Maddocks, Transport Planning Manager at Reading Borough Council, will be the project leader, will lead the Project Board, and will be the primary point of contact for the DfT. The Project Board will comprise the project leader and nominated officials / project managers representing each of the remaining authorities.

The project leader will be responsible for chairing meetings and providing guidance and support to the project managers as required. The project leader will ensure that the scheme is progressing in line with the originally envisaged project programme and that key deliverables and milestones agreed by the Project Board are achieved.

Each of the nominated officials / project managers will be responsible for working with delivery partners in their area to ensure that the various initiatives are implemented to agreed timescales and budget.

The Project Board will meet on a regular basis to review project progress against the programme, identifying if milestones have been met and to review project risks and opportunities. Key decisions will be made at regular project board meetings and reported to the delivery team, including strategic decision making, financial programme, and change and risk management. This will ensure that the objectives and targeted benefits are on track and that funding is optimised across the 4 authorities to meet these.

B.7 Management Case - Risk Management

Wokingham Borough Council and their bid partners are aware of potential risks to programme delivery, and these are identified in the Risk Register in Appendix E. There are no significant risks that would adversely affect the programme or delivery. The respective Project Managers will ensure the Project Board is made aware of ongoing risks, ownership and status of risks, and mitigation measures to minimise risks to project delivery.

B.8 Management Case - Stakeholder Management

The stakeholder strategy for the Active Access Berkshire programme will include a direct line of communication for stakeholders to comment on and influence the direction of the project. All of the key stakeholders are listed under section A8. Letters of support can be found in Appendix F. Identified stakeholders will be given the opportunity to receive updates on the progress of the project throughout the duration of the programme, and will be consulted if an initiative requires a consultation exercise.
The main involvement for the project stakeholders will be to ensure that their interests are reflected in the overall direction of the project, and for them to have a sense of ownership over the project outcomes.

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

B.9 The Commercial Case

Many of the initiatives will be built on the foundation laid by successful projects initiated or completed during the LSTF period. Local procurement rules will apply to individual initiatives as the costs are below OJEU limits, thus shortening timescales for procurement and delivery.

The Workplace Challenge will be delivered by Love to Ride, a social enterprise that delivers cycling initiatives to the business community. The company has previously delivered a successful workplace commuter challenge in Reading Borough during 2013, and is therefore familiar with local circumstances and successful approaches to business engagement.

The Beat the Street programme will be delivered by Intelligent Health Ltd. The company successfully delivered two such programmes in Wokingham Borough during 2014 and 2015, generating widespread participation and popularity from their approach. As the sole provider of this bespoke service the council can therefore procure Intelligent Health Ltd directly and we have established a confirmed delivery programme with them.

The Active Travel Officer will be provided through Sustrans. The charity is an existing provider of services to the council. They have provided similar resource support for three years through our LSTF-funded programme and have a strong familiarity with the local area and opportunities to encourage cycling and walking within communities. The council will also be able to benefit from the knowledge and expertise Sustrans have accumulated through their national delivery programmes.

Wokingham Borough Council, who are acting as the lead authority for this bid, can procure direct project support for any of the initiatives through its current highways and transport framework consultant, WSP | Parsons Brinckerhoff. This presents a viable and tested option to utilise industry expertise for effective project delivery and will minimise project risks. The option of using Wokingham’s framework consultant for procuring specialist services will be available to the partner authorities as well.
C Monitoring, Evaluation and Benefits Realisation

C.1 Monitoring and Evaluation

The transport projects team at Wokingham and their partner councils have a proven track record of delivering programmes with a strong emphasis on evaluation and sharing of outcomes. The projects team have previously been successful in demonstrating positive outcomes as part of the two tranches of LSTF funding. Wokingham, Bracknell, Reading and West Berkshire councils have a wealth of cycling and walking statistics acquired as part of the Cycle Challenge 2013, Residential PTP, British Cycling Partnership and also from the recent Love to Ride initiatives. The project team possess the skills and experience to provide extensive monitoring data to DfT as required throughout the Access Fund period.

All of the projects proposed within this bid already have an extensive baseline data history, some of which have been included as part of the economic case. This includes census data, household travel surveys, automated traffic and cycle counts, pedestrian counts, journey time surveys, air quality monitoring, road safety statistics.

The combination of this baseline data provides a robust and quantifiable evidence base, and enables our team to be confident in monitoring progress against the expected outputs.

There is also a significant amount of qualitative data and surveys available from running similar schemes, which demonstrate effectively the real everyday impacts that residents, businesses and schools have enjoyed from our successful delivery of smarter choices travel schemes across Berkshire.

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

☐ Yes ☐ No
D

SECTION D - Declarations

D.1 Senior Responsible Owner Declaration

As Senior Responsible Owner for Active Access Berkshire I hereby submit this request for approval to DfT on behalf of Wokingham Borough Council and confirm that I have the necessary authority to do so.

I confirm that Wokingham Borough 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>MATTHEW GOULD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Signed</td>
<td></td>
</tr>
<tr>
<td>Position:</td>
<td>SERVICE MANAGER – TRANSPORT AND ROAD SAFETY</td>
</tr>
</tbody>
</table>

D.2 Section 151 Officer Declaration

As Section 151 Officer for Wokingham Borough Council I declare that the scheme cost estimates quoted in this bid are accurate to the best of my knowledge and that Wokingham Borough 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 2019/20;
- 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>GRAHAM EBERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Signed</td>
<td></td>
</tr>
</tbody>
</table>
Appendix A

Detailed Economic Appraisal Note
MEMO

TO: Department for Transport
FROM: Active Access Berkshire
DATE: 04 August 2016

1. Background

WSP Parsons Brinckerhoff has prepared an economic appraisal summary note on behalf of Bracknell Forest, Reading, West Berkshire and Wokingham Councils in support of a bid for Access Fund funding from the Department for Transport. The bid package includes five key elements in Elevate Berkshire, Beat the Street Walking and cycling promotion, Modeshift STARS, Active Travel Officers and a Workplace Challenge.

This note contains information utilised in developing the economic case for the bid, including a review of existing case studies, collation of base data and use of the DfT active mode appraisal toolkit.

2. Methodology

In line with Webtag Unit 5.1 a comparative study has been used for forecasting an increase in pedestrian and cyclist numbers. Previous delivery of the schemes has provided a benchmark against which comparisons of future walking and cycling levels can be estimated.

In March 2015 the Department for Transport released the toolkit and report\(^1\) on the evidence base to quantify the impact of investment in cycling and walking and make the case for investing in both. The tool incorporates Health, Journey Quality and Decongestion benefits and has been utilised in the assessment, sections 3 details the inputs that have been utilised in the toolkit.

3. Appraisal Inputs

3.1. Cost Profile

Total package costs are £2,672,098, of which £1,668,400 is requested from the Access Fund and £1,003,698 is provided as local match revenue funding from local authority budgets, officer time and contributions from the local Care Commissioning Group.

It should also be noted significant funding has been identified to implement capital improvements to the cycling network. The principal link being the National Cycle Network Route 422 valued at £5.54m.

3.2. Appraisal Period

Costs and benefits have been appraised over a twenty year period. All benefits are discounted to 2010 and reported in 2010 prices, consistent with DfT guidance.

3.3. Journeys

Existing daily cycling journeys have been calculated from local cycling counts and from Department for Transport.

A conservative estimate of 20,000 walking trips has been made across the 4 authorities; the level of trips is likely to be much higher based upon average of 200 Walking Trips\(^2\) per year per person contained within the National Travel Survey.

Table 1 Base walking and cycling journeys

<table>
<thead>
<tr>
<th>LOCAL AUTHORITY</th>
<th>CYCLE JOURNEYS</th>
<th>WALKING JOURNEYS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bracknell Forest</td>
<td>1644</td>
<td></td>
</tr>
<tr>
<td>Reading</td>
<td>3295</td>
<td></td>
</tr>
<tr>
<td>West Berkshire</td>
<td>1268</td>
<td></td>
</tr>
<tr>
<td>Wokingham</td>
<td>1368</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>7575</strong></td>
<td><strong>20000</strong></td>
</tr>
</tbody>
</table>

3.4. Do Something Scenario

The package estimates an increase of 1492 cyclists and 1954 walking journeys as a result of the package.

This is based upon the following evidence and assumptions:


  Elevate Berkshire is a pan-Berkshire Economic Development programme which is specifically designed for 16-24 year olds in Berkshire to get help, advice and support on employment, work experience, volunteering and mentoring. Active Access Berkshire will provide two dedicated travel plan officers to the Elevate Berkshire programme to be co-located in the Elevate offices in Bracknell and Reading, although duties will be split across all four unitary areas. The officers will provide personal travel plan advice on how to best reach employment, education and training opportunities and ensuring that travel is not a barrier to social mobility. The intention is to engage 3800 young people, especially from socially and economically disadvantaged backgrounds, between November 2015 and October 2018, with a target conversion rate of 43% in terms of getting people into jobs or education\(^3\)

  A conservative estimate of 200 additional cycling journeys and walking journeys has been assumed.

- Beat the Street [https://reading.beatthestreet.me/UserPortal/Reading](https://reading.beatthestreet.me/UserPortal/Reading)

  Beat the Street is project which delivers a real life walking, cycling and running game for a whole community. Whilst the project relies on competition and is really aimed at school pupils aged 5-10 years,


\(^3\) The Solent Area reports that 43% of participants found work compared to 16% who did not engage.
the overall effect is that it encourages the whole community to get involved in supporting children’s ambition to succeed. The programme, which has been successfully rolled out to most of the travel to work area of Reading, will be expanded to the wider travel to work area around Reading, including parts of Wokingham Borough and West Berkshire. Beat the Street aims to target 155,000 people living in the greater Reading travel to work area, 66,000 people living in and around Newbury and Thatcham and 77,000 people living in Bracknell Forest.

The most recent evidence details 6,876 people took part of which the proportion of people meeting the Departments for Health’s physical activity target of 30 minutes or more of physical activity increased from 36% to 53%. A post monitoring survey also highlighted seven out of ten said Beat the Street helped them walk more than usual (73%) and about one third said they were motivated to cycle more (32%). Three quarters said they would try to continue the changes they had made after Beat the Street ended (74%).

An Independent evaluation of Beat the Street programmes in 2012 showed that it increased walking to school by 20% and that the increase in walking was sustained in the weeks following the end of the competition.

Based on the above 765 additional cycling journeys and 1554 additional walking journeys are predicted.

- Modeshift STARS [https://modeshiftstars.org/](https://modeshiftstars.org/)

Modeshift STARS is the national schools awards scheme that has been established to recognise schools that have demonstrated excellence in supporting cycling, walking and other forms of sustainable travel. Active Access Berkshire would build on Wokingham and West Berkshire’s existing STARS schemes and extend the process into schools in Reading and Bracknell Forest. Access Thames Valley would formalise this process to upgrade to Modeshift STARS and would extend the process into schools in Bracknell Forest. Active Access Berkshire would target 16 schools per year prioritising those along the NCN422 route to add value to the capital infrastructure investment. This would in effect give Thames Valley a Modeshift Programme of 48 schools over the 3 year period,

This programme is conservatively aiming for a mode-shift target of 5% increase in walking and 3% increase in cycling per year across the 3 year funding period.

Evidence from schools currently engaged within Reading shows pupils cycling to school three or more times a week have increased from 6.6% to 17.1%.

Based on our base flows this provides 227 new cycling trips and 100 new walking trips per year. As only a proportion of the base flows will be linked to educational trips only a single years increase has been utilised.

- Active Travel Officers

Active Access Berkshire will employ three co-located Sustrans Active Travel Officers to help deliver the objectives of this bid and the DfT’s Cycling and Walking Investment Strategy. The Active Travel Officers will provide support to the Active Access Berkshire programme and will deliver a wide range of initiatives and help support the other interventions within the project such as Dr Bike, Bike Maintenance, Bikability, Adult Cycle Training and Led Rides.

We have assumed an increase of 100 cycling and 100 walking trips.

- Workplace challenge

Active Access Berkshire will work with Love to Ride to engage with businesses along the NCN422 to deliver the work place cycle challenge. The NCN route passes large business parks and through town centres where there are major employers providing excellent opportunities for engagement and to reduce traffic congestion though incentivising sustainable travel. Love to Ride will continue to build upon the work that
has already been done to make the Thames Valley much more bike-friendly. Since 2012, Love to Ride have engaged more than 180 organisations and 2,126 active participants, including 480 ‘new riders’ in the Reading and Greater Reading (Reading, Wokingham, West Berkshire) areas.

The project will be delivered by Love to Ride who anticipate a project at this level of sustained funding and geographical size including major urban conurbations would engage 200+ organisations, 3,000-4,000+ participants, of which 700 – 1,200 are new riders in the first year.

An increase in cycling levels is detailed within ‘Soft Measures, Hard facts’. Non-cyclists take up cycling: 34% of ‘non cyclists’ were cycling once per week or more three months after the Challenge. Occasional cyclists start to cycle regularly: 31% of ‘occasional cyclists’ were cycling regularly three months after the Challenge. More people cycling for transport purposes: 28% of ‘occasional cyclists’ were cycling to work at least once a week, three months after the Challenge period ended.

We have assumed an increase of 200 new cycling trips

It should be noted that no increase in walking and cycling levels has been attributed to the project elements of Cycle Theft Campaign, Reading Kitchens Earn a bike scheme, Local Cycle and Walking implementation plan development, monitoring and evaluation and My Journey initiatives. However, all match funding is included in the full project costs.

3.5. **Cycle Speeds**

Due to the presence of both off road and on road cycle routes and mix of users an average speed of 16kmph has been utilised for cyclists.

3.6. **Journey Quality Impacts**

As no capital costs have been included within the bid, we have not included any Journey Quality impacts, however it should be noted that Cycle Theft campaign would increase the attractiveness of cycle parking at key facilitates such as railway stations, town centres and schools.

3.7. **Decay Rate**

A range of decay rates have been tested to sensitivity test the economic assessment as shown within table 2. A central case of 20% is assumed to reflect the planned longevity of the programme and investment planned in physical works along the NCN422 corridor arising from Local Growth Funding.

3.8. **Background Growth**

A rate of 0.05% has been applied over 20 years taken from NTM TEMPro 6.2

3.9. **No of days in the year figures expected**

A figure of 253 days has been utilised. No benefits are assumed to occur at weekends.

3.10. **Discount Rate**

In line with WebTAG guidance, a rate of 3.5%has been utilised.

3.11. **Optimum Bias**

15% - Whilst TAG Unit A1.2 identifies that at the programme entry stage an optimum bias of 44% would be appropriate, the council s have extensive experience in successfully delivering measures included within the bid, to both a clear programme and cost.
3.12. Percentage of additional cyclists who would have driven a car

We assume 29% of additional cycle trips would have been made by car. This is based on the proportion of route users surveyed in the National Cycle Network\(^4\) who had not used a car for any part of their journey, but a car was available.

3.13. Quantified Risk Assessment (QRA)

A QRA has not been undertaken for this scheme, any (economic appraisal) risks will have been captured within the optimum bias. Section B7 outlines our Risk Management Case.

4. Scheme Appraisal

4.1. Monetised Benefits

Monetised benefits included within the DfT tool include:

- Noise;
- Local Air Quality;
- Greenhouse Gases;
- Journey Quality;
- Physical Activity (including absenteeism);
- Accidents;
- Decongestion; and
- Indirect taxation.

Table 2 below presents the central case and range of sensitivity testing undertaken.

**Table 2 Active Mode Appraisal Toolkit tests**

<table>
<thead>
<tr>
<th>DECAY RATE</th>
<th>AMCB</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Analysis of Monetised Costs and Benefits (in £000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Noise</td>
</tr>
<tr>
<td>Local Air Quality</td>
</tr>
<tr>
<td>Greenhouse Gases</td>
</tr>
<tr>
<td>Journey Quality</td>
</tr>
<tr>
<td>Physical Activity (incl. absenteeism)</td>
</tr>
<tr>
<td>Accidents</td>
</tr>
<tr>
<td>Decongestion</td>
</tr>
<tr>
<td>Indirect taxation</td>
</tr>
<tr>
<td>Private contribution</td>
</tr>
<tr>
<td>Present Value of Benefits (PVB)</td>
</tr>
<tr>
<td>Present Value of Costs (PYC)</td>
</tr>
<tr>
<td>Benefit Cost Ratio (BCR)</td>
</tr>
</tbody>
</table>

4.2. **Non Monetised Benefits**

The delivery of the package would deliver a number of improvements that it has not been possible to monetise table 2 below highlights key impacts.

### Table 3 Social, Environmental and Economic Impacts

<table>
<thead>
<tr>
<th>IMPACTS</th>
<th>KEY IMPACTS</th>
<th>QUALITATIVE ASSESSMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business users &amp; transport providers</td>
<td>A possible decrease in traffic congestion may occur on the local highway network as more people are undertaking journeys by bike or on foot.</td>
<td>Moderate Beneficial</td>
</tr>
<tr>
<td>Reliability impact on Business users</td>
<td>An increase in numbers of residents walking and cycling during peak journey times may lead to a slight improvement in journey time reliability as available network capacity becomes better optimised.</td>
<td>Slight beneficial</td>
</tr>
<tr>
<td>Regeneration</td>
<td>An increase in walking and cycling may encourage increased economic activity through increased footfall in the town centre areas.</td>
<td>Moderate Beneficial</td>
</tr>
<tr>
<td>Wider Impacts</td>
<td>The project is anticipated to have wider economic benefits. The successful promotion of walking and cycling results in increased pedestrian and cyclist activity.</td>
<td>Moderate Beneficial</td>
</tr>
<tr>
<td>IMPACTS</td>
<td>KEY IMPACTS</td>
<td>QUALITATIVE ASSESSMENT</td>
</tr>
<tr>
<td>--------------------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>------------------------</td>
</tr>
<tr>
<td>Environment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Noise</td>
<td>There will be a slight improvement in noise levels as a result of modal shift and a reduction in traffic congestion.</td>
<td>Neutral</td>
</tr>
<tr>
<td>Air Quality</td>
<td>The promotion of walking and cycling could have a small positive impact on a number of AQMAs within the four local authority areas.</td>
<td>Slight beneficial</td>
</tr>
<tr>
<td>Greenhouse gases</td>
<td>There will be a slight improvement in greenhouse gases as a result of possible mode shift and a reduction in traffic congestion.</td>
<td>Slight beneficial</td>
</tr>
<tr>
<td>Landscape; Townscape; Historic Environment; Biodiversity; and Water Environment</td>
<td>The schemes will not impact upon these environmental issues.</td>
<td>Neutral</td>
</tr>
<tr>
<td>Social</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Commuting and Other users</td>
<td>The primary benefits will be to pedestrian and cyclists. The scheme will improve the viability and attractiveness of commuting by cycle or on foot.</td>
<td>Moderate beneficial</td>
</tr>
<tr>
<td>Reliability impact on Commuting and Other users</td>
<td>There will be a slight improvement in journey time reliability for all road users as the transport network becomes less congested.</td>
<td>Slight beneficial</td>
</tr>
<tr>
<td>Physical activity</td>
<td>Physical activity and health will be improved through the promotion of walking and cycling.</td>
<td>Large beneficial</td>
</tr>
<tr>
<td>Journey quality</td>
<td>Journey quality will not be affected by the scheme. The provision of additional cycle facilities funded via a local growth fund allocation would benefit both existing and future pedestrians and cyclists.</td>
<td>Slight beneficial</td>
</tr>
<tr>
<td>Accidents</td>
<td>Benefits will accrue due to a reduction in vehicle journeys.</td>
<td>Slight beneficial</td>
</tr>
<tr>
<td>Security</td>
<td>The scheme would have a positive impact on the perception of crime and security of pedestrians and cyclists.</td>
<td>Slight beneficial</td>
</tr>
<tr>
<td>Access to services</td>
<td>The scheme will have a positive impact on accessing services as more people are able to gain access to employment, education, retail facilities and to interchange with local bus and rail services.</td>
<td>Slight beneficial</td>
</tr>
<tr>
<td>Affordability</td>
<td>There will be no direct impact or change on the affordability of walking or cycling.</td>
<td>Neutral</td>
</tr>
<tr>
<td>Severance</td>
<td>The promotion of walking and cycling can help break down perceived barriers to travel by highlighting previously unknown options to users.</td>
<td>Slight beneficial</td>
</tr>
</tbody>
</table>
4.3. **Qualitative benefits**

1. Economic growth – promoting cycling and walking through the bid package will promote a wider range of travel options to even more residents and employees in the Thames Valley area. This will lessen capacity pressures on the local highway network that would otherwise act as a constraint on economic activity and growth. Promoting cycling and walking locally will also support a more resilient economy, less susceptible to environmental shocks that might otherwise hinder local mobility.

2. Job creation -Supply chains jobs have been calculated utilising the approach recommended in the LSTF employment impact document. Based on a full programme spend the total employment impact per year during implementation is 11 FTE jobs.

More widely, the bid package will enhance access to jobs and skills training for those seeking employment and career development. This will directly boost local employment and economic growth by improving access to a prospective local workforce.

3. Business benefits – the bid package will support improved business resilience, productivity and competitiveness by lessening the requirement for and propensity to access employment locations by car. The corresponding health benefits to staff will also reduce rates of absenteeism, further supporting productivity gains for business, whilst reducing staff turnover rates.

4. Public health – promoting cycling and walking through the bid package initiatives will directly increase such activity, to direct benefit of reducing childhood and adult obesity levels and reducing levels of morbidity.

5. Increased public transport usage - The Active Travel officer and Elevate Berkshire proposals will also promote local buses and train services, providing additional benefits to the local highway network and supporting a key SEP objective of linking residential areas to, mainline railway stations, employment, leisure, learning and retail centres.

6. Unlocking housing growth – The proposals will encourage travel by sustainable modes thus reducing the pressure on highway capacity and enabling areas of planned housing development to come forward.

5. **Conclusion**

5.1. **Value for Money Statement**

This economic appraisal has provided details of the benefits attributable to the Active Access Berkshire package for the following:

- Active Mode Appraisal

The total benefits are shown in Table 2 (Central Case) and equate to £8,388,640.

The project costs are estimated to be £1,614,880 which presents a **benefit cost ratio of 5.19** (all costs and benefits in 2010 values).

In addition to the monetised benefits the scheme will:

- Encourage sustainable commuting and business travel, to the benefit of business activity, resilience, staff turnover and absenteeism rates.

---

- Enhance access to jobs and skills training for those seeking employment and career development, to boost local economic growth.

- Encourage the use of Public Transport

- Reduce the number of accidents through the promotion of safe cycling.

- Indirectly support the delivery of planned housing growth and mainstreaming best practice in the promotion of active travel locally.
Please answer the following questions with your best estimates to obtain a benefit cost ratio of your scheme. By varying your answers you can test the importance of the input data on the overall value for money of your scheme. The answers provided are for the example case study from Appendix B of WebTAG unit A5.1. This case study provides further helpful commentary that users of this tool might want to refer to.

**Scheme details**
When would the scheme be likely to open? 
What is the last year of initial funding? 
Decay rate (starting from last year of funding) 

WebTAG A5.1 explains - the impacts especially of revenue funded initiatives such as cycle training or personalised travel planning are likely to diminish year by year following the investment. For the case study here this is likely to be conservative.

Appraisal period (should be the expected asset life, maximum 20 yrs)

---

### Do Nothing scenario
This is what is most likely to happen if the scheme is not implemented. The data could for example be from automatic or manual traffic counts.

<table>
<thead>
<tr>
<th>Number of cycling journeys per day</th>
<th>Average length 20 km and speed 16 kph</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of walking journeys per day</td>
<td>Average length 1.1 km and speed 5 kph</td>
</tr>
</tbody>
</table>

A return trip involves two journeys and would need to be counted as such.

To identify how many individual users this implies, please estimate the share of journeys that form part of a return trip here: 90%

---

### Do Something scenario
Once your scheme has reached it’s full impact (ignoring any initial build up here), how would these figures have changed (due to the intervention)?

<table>
<thead>
<tr>
<th>Number of cycling journeys per day</th>
<th>e.g. from automatic or manual cycle count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of walking journeys per day</td>
<td>21.954 per day</td>
</tr>
</tbody>
</table>

For simplicity it is assumed that the length and speed of journeys is largely unaffected by the intervention.

---

**Journey Quality impacts**
WebTAG units A5.1 and A4.1 provides guidance, the Databook provides suggested values that users might place on the improved infrastructure your scheme provides. The Table values are shown in the WebTAG journey quality tab.

### Decongestion benefits
What proportion of new users would most likely be using a car in the do nothing scenario?

<table>
<thead>
<tr>
<th>For cyclists</th>
<th>29.0%</th>
</tr>
</thead>
<tbody>
<tr>
<td>For pedestrians</td>
<td>29.0%</td>
</tr>
</tbody>
</table>

Which area type from the drop down is most similar to the area your scheme is located in?

---

**Additional information**

**Background Growth**
If you have an estimate of the growth in background use (in both scenarios), please set the annual growth rate and the period over which this applies to 0.05% and 20 years.

**Number of days in the year that you would expect the above usage figures**

253 days p.a.

**In the case study this is assumed to the typical number of working days - but might more appropriately be set to the number of weekdays.**

---

**Results**

### Analysis of Monetised Costs and Benefits (in £’000)

<table>
<thead>
<tr>
<th>Noise</th>
<th>8.07</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local Air Quality</td>
<td>0.00</td>
</tr>
<tr>
<td>Greenhouse Gases</td>
<td>31.12</td>
</tr>
<tr>
<td>Journey Quality</td>
<td>0.00</td>
</tr>
<tr>
<td>Physical Activity (incl. absenteeism)</td>
<td>358.89</td>
</tr>
<tr>
<td>Accidents</td>
<td>136.16</td>
</tr>
<tr>
<td>Decongestion</td>
<td>0.00</td>
</tr>
<tr>
<td>Indirect taxation</td>
<td>-177.87</td>
</tr>
<tr>
<td>Private contribution</td>
<td>-786.03</td>
</tr>
<tr>
<td>Present Value of Benefits (PVB)</td>
<td>8396.64</td>
</tr>
<tr>
<td>Present Value of Costs (PVC)</td>
<td>1614.88</td>
</tr>
<tr>
<td>Benefit Cost Ratio (BCR)</td>
<td>5.19</td>
</tr>
</tbody>
</table>

---

The case study in WebTAG unit A5.1 uses slightly different assumptions on the valuation of decongestion benefits which result in a higher estimated benefit there. This is due to the specific nature of the case study and to fully replicate this approach here would have increased the complexity of this tool with no apparent benefit.
Appendix B

Scheme Impact Pro-forma
Residents, employees and jobseekers will not be encouraged to consider active travel modes for commuting, business travel and local journey purposes. There will be no associated reduction in vehicle trips and traffic congestion, presenting a constraint on air quality improvements, sustainable town centre access, business activity and further economic growth. Transport users also won’t be encouraged to try active modes to benefit from a healthier lifestyle to support reduced absenteeism and enhanced productivity for local businesses.

A decrease in car usage will result in decreased transport emissions and congestion on the local transport network. This will directly support local economic activity, business growth and productivity. The scheme will directly enhance options for jobseekers and those seeking skills training by promoting a variety of travel options. The scheme will improve public health and wellbeing, achieved through prompting higher levels of active travel, benefiting existing levels of public obesity and morbidity.

Route length (km) n/a n/a Not quantified as route does not change in length.

Average trip length (km) 8km for Cycling and 1.13km for Walking 8km for Cycling and 1.13km for Walking National Travel Survey (NTS) has been utilised to provide average trip lengths for walking and cycling: https://www.gov.uk/government/statistical-data-sets/nts03-modal-comparisons Table nts0306.

Average cycling speed (kph) 16 16 A Value of 16kph has been utilised and reflects the provision of both on road and off road facilities along the A329 corridor providing facilities for a wide range of users.

Number of users (per day) Cyclists 7575, Pedestrians 20,000 Cyclists 9076, Pedestrians 21,954 Base data has been taken from DfT counts and local cycle counts, Walking figures have been conservatively estimated.

Percentage of additional users that would have driven a car otherwise. 29% We assume 29% of additional walking and cycle trips would have been made by car. This is based on the proportion of route users in survey of the National Cycle Network who had not used a car for any part of their journey, but for whom a car was an available option.
Appendix C

Project Programme
## ACTIVE ACCESS BERKSHIRE - PROGRAMME

### Preliminaries
- Bid submission
- Bid decision
- Procurement process
- Project Team & Project Board in place
- Funding duration

### Elevate Berkshire (Economic Development Programme)
- Scheme design
- Recruitment of travel plan officers
- Project delivery
- Monitoring and evaluation

### Beat the Street (Cycling and walking Community Engagement)
- Scheme design
- Community partner engagement (Intelligent Health Ltd)
- Beat the Street event
- Monitoring and evaluation

### Modeshift STARS
- Scheme design
- Partner engagement
- Project delivery
- Monitoring and evaluation

### Active Travel Officers
- Scheme design
- Contact with external supplier (Sustrans)
- Confirm role specification
- Recruitment of active travel officers
- Commence role specification
- Monitoring and evaluation

### Work Place Challenge
- Scheme design
- Partner employers engagement
- Project delivery
- Bike Week
- Monitoring and evaluation

### Developments in Programme Area
- Newbury Racecourse
- Kenavon Drive
- Green Park Village & Station
- Montague Park
- North Wokingham SDL
- Amen Corner
- Bracknell Town Centre redevelopment
- Wokingham Town Centre Regeneration

### Key
- Project Management
- Design
- Engagement
- Procurement/Recruitment
- Delivery
- Evaluation
Active Access Berkshire
Project Organogram

September 2016
Appendix E

Project Risk Register
### Active Access Berkshire - Risk Register

<table>
<thead>
<tr>
<th>Risks</th>
<th>Likelihood</th>
<th>Severity</th>
<th>Risk Rating</th>
<th>Mitigation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Programme and budget</td>
<td>2</td>
<td>2</td>
<td>4</td>
<td>The council’s project management team have experience in the successful delivery of transport programmes within timescales and budget. Progress on delivery is to be reported to the My Journey Project Board on a bi-monthly basis and identified issues and risks to programme delivery and funding addressed accordingly. This includes re-scheduling activities to match slippage of completion of stages of the NCN422 Infrastructure project.</td>
</tr>
<tr>
<td>Not able to deliver all measures within budget</td>
<td>2</td>
<td>2</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Detailed design</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>Our bid is predominantly comprised of existing measures that have been used across the borough during the previous LSTF periods or identified from national best practice intervention. However, there is flexibility within the programme to make appropriate changes to schemes (e.g. by location or scale of intervention) without affecting the overall bid package objectives. The bid is for revenue money only. Associated schemes requiring detailed design, notably the Phase cycleway improvement on the A329, have already progressed beyond detailed design stage.</td>
</tr>
<tr>
<td>Delivery</td>
<td>2</td>
<td>2</td>
<td>4</td>
<td>Commitment from delivery partners to participate fully in the programme has been confirmed prior to submission of this bid. The partners already have strategic working relationships and effective channels of communication with many of the bid partners and these will continue to be used during the programme. The Active Access Berkshire project board will bring together delivery partners and monitor progress. Should a bid delivery partner become unable to deliver their respective inputs, an alternative provider will be identified.</td>
</tr>
<tr>
<td>Bid partners will not deliver their respective elements of the bid package</td>
<td>2</td>
<td>2</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Delays to various phases of NCN422 affecting the delivery of Active Access Berkshire</td>
<td>2</td>
<td>2</td>
<td>4</td>
<td>The Active Access Berkshire delivery team will liaise closely with the NCN implementation team to ensure various promotional activities under Active Access Berkshire and the actual completion schedule for the NCN422 are aligned.</td>
</tr>
<tr>
<td>Political</td>
<td>1</td>
<td>3</td>
<td>3</td>
<td>Our bid has been developed in close consultation with elected Members and political support has been confirmed prior to the bid submission. The measures selected are in close keeping with the council’s existing corporate and environmental objectives.</td>
</tr>
<tr>
<td>Political support for the programme or aspects of the programme is withdrawn</td>
<td>1</td>
<td>3</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Public approval</td>
<td>3</td>
<td>3</td>
<td>9</td>
<td>Our bid has been formulated to be targeted on the corridor where we have the most opportunity to influence travel behaviour towards increased levels of cycling and walking. We are using best practice techniques and approaches to ensure we obtain the required level of community and stakeholder buy-in to our proposals.</td>
</tr>
<tr>
<td>Response from the public or businesses is less than expected</td>
<td>3</td>
<td>3</td>
<td>9</td>
<td></td>
</tr>
</tbody>
</table>

#### The Risk Matrix

<table>
<thead>
<tr>
<th>PROBABILITY</th>
<th>Negligible</th>
<th>Unlikely</th>
<th>Possible</th>
<th>Probable</th>
<th>Almost Certain</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Very Low</td>
<td>Low</td>
<td>Medium</td>
<td>High</td>
<td>Very High</td>
</tr>
<tr>
<td></td>
<td>&lt;5%</td>
<td>6-20%</td>
<td>21-50%</td>
<td>51-80%</td>
<td>&gt;80%</td>
</tr>
<tr>
<td>IMPACT</td>
<td>Very High / Showstoper</td>
<td>⑥</td>
<td>④</td>
<td>②</td>
<td>②</td>
</tr>
<tr>
<td></td>
<td>High</td>
<td>⑤</td>
<td>③</td>
<td>①</td>
<td>①</td>
</tr>
<tr>
<td></td>
<td>Medium</td>
<td>④</td>
<td>②</td>
<td>③</td>
<td>③</td>
</tr>
<tr>
<td></td>
<td>Low</td>
<td>③</td>
<td>⑤</td>
<td>④</td>
<td>④</td>
</tr>
<tr>
<td></td>
<td>Very Low</td>
<td>①</td>
<td>②</td>
<td>⑥</td>
<td>⑥</td>
</tr>
</tbody>
</table>

**Quality Definitions for Risk Register**

1. Minimal - meets or exceeds mandatory requirements
2. Minor - a few minor shortfalls, some small changes required to rectify
3. Moderate – some shortfalls requiring moderate changes to rectify but not impacting on delivery of an objective
4. Large - a large shortfall with an objective not being met, significant change required to rectify
5. Major - a major shortfall with more than one objective not being met and requiring significant changes to rectify
Appendix F

Letters of Support
7 September 2016

Matt Gould
Wokingham Borough Council
Highways and Transport
PO Box 153, Shute End
Wokingham, RG40 1WL

Via e-mail

Dear Matt

Wokingham Borough Council
Access Fund for Sustainable Travel Revenue Competition 16/17

I am pleased to offer the support and endorsement of Thames Valley Berkshire LEP for your current bid for DfT’s Access Fund for Sustainable Travel Revenue Competition 16/17. Through the joint working of the Berkshire Strategic Transport Forum and the Berkshire Local Transport Body, we have developed a strong partnership approach to Strategic Transport investment planning. The Strategic Economic Plan for Thames Valley Berkshire includes at page 17 the following commitment:

However, the transport and communications infrastructure on which we rely is simultaneously a local, national and international resource. It is very congested. This in turn is threatening to undermine our intrinsic growth potential. It is therefore essential to invest in it and also to encourage local sustainable transport networks that promote active travel on foot, on bicycle and on public transport.

11 of the 22 transport schemes funded under Thames Valley Berkshire Growth Deal 1 and 2 are wholly or mainly concerned with LSTF schemes; together these represent a £52m capital investment from the Local Growth Fund.

We want to promote the best possible conditions for economic growth, and this includes working with the public authorities to ensure that the transport network can cope with flows of people and goods. I commend the package of measures in your bid.

TVB LEP is therefore fully supportive of the bid, and is committed to working with the Berkshire Strategic Transport Forum and the Councils of Thames Valley Berkshire to deliver the successful implementation of the package should funding be secured.

I wish you every success and we look forward to working with you on this.

Yours sincerely,

Via e-mail

Richard Tyndall, Business Consultant - Infrastructure
Thames Valley Berkshire Local Enterprise Partnership
07880-787007
richard@thamesvalleyberkshire.gov.uk

---

Paul Gresty  
Programme Manager for Elevate Berkshire  
Reading Borough Council  
Floor 1, Civic Offices,  
Bridge Street,  
Reading,  
RG1 2LU  

paul.gresty@reading.gov.uk  
07912 068 916  

RE - Active Access Berkshire  

To whom it may concern,  

Transport and getting to places is a real barrier to young people being able to achieve their full potential.  

The project as described in the Access Fund bid is both innovative and creative and Elevate Berkshire is excited to develop closer ties with the transport departments at West Berkshire, Reading, Wokingham and Bracknell to improve the life changes of all our young people.  

The bid will also support the delivery of collective ambitions between Local Authorities and the Local Enterprise Partnership of helping more 16-24 year olds in Berkshire to get help, advice and support on employment, work experience, volunteering and mentoring. We know the journey into employment or training can be challenging and it is our aim to remove as many barriers as possible, including access.  

The Elevate Berkshire partnership is pleased to support and endorse the Access Fund bid.  

Yours Sincerely  

[Signature]  

Paul Gresty  
Programme Manager
Dear Alex

Sustainable Travel Transition Year Revenue Competition 2016/17

Intelligent Health are looking forward to working with Active Access Berkshire to deliver Beat the Street in West Berkshire, Reading, Wokingham and Bracknell.

Beat the Street is a multi-award winning scheme that encourages people to walk and get out and explore their neighbourhoods. Beat the Street starts with engagement of primary school pupils aged 5-11 years by encouraging an element of competition. Parents, neighbours, grandparents and community groups all join in as the competition builds becoming more physically active and making sustainable travel choices.

Intelligent Health have a good working history with partners at Reading Borough Council, in particular the Public Health team and Reading CCG’s. We are keen to spread our knowledge of what works well to Newbury and to Bracknell. We are particularly excited by the prospect of promoting sustainable access to a newly redeveloped town centre in Bracknell. Beat the Street has proven track record of driving footfall to interesting, new and exciting locations. Beat the Street regularly proves that once new walking patterns are developed they can be sustained over the long term and the newly developed town centre is just such an opportunity.

23 August 2016
We look forward to working with all the partners in Access Fund bid over the next 3 years and beyond to ensure that walking becomes a valued part of everyday life for access to education schools and employment.

Yours sincerely

Dr William Bird MBE
25 August 2016

Dear Mr Wilby,

I am writing to you on behalf of Sustrans to express our support for the bid from West Berkshire Council, Reading Borough Council, Wokingham Borough Council and Bracknell Forest Council to the Department for Transport’s ‘Access Fund for Sustainable Travel’.

Sustrans is strongly supportive of the package because:

• With a BCR of 5.19, the bid package represents very high value for money;

• More people will be encouraged to cycle and walk through travel behaviour change initiatives which in combination with the new NCN 422, will promote travel that does not generate CO2 and NOx emissions;

• Through initiatives such as ElevateME, the bid package directly supports the provision of individually-tailored advice and support to those seeking local employment and skills training;

• The package highlights the enhanced cycling infrastructure represented by the NCN 422 as well as recently introduced network improvements to enhance connections between residential areas, schools, public transport interchanges and local employment zones along the existing and planned cycling network.

Assuming the bid is successful, I look forward to working with you as you progress this comprehensive and ambitious project.

Yours sincerely

James Cleeton
England Director, South
Sustrans
5th September 2016

Jenny Graham  
Transport Policy Team Leader  
West Berkshire Council  

Dear Jenny

Access Fund Project – ‘Active Access Berkshire’

I would like to express my support for the “Active Access Berkshire” bid to the Department for Transport’s Access Fund that has been jointly prepared by West Berkshire Council, Wokingham District Council, Reading Borough Council and Bracknell Forest Council.

Public Health in West Berkshire has a successful and on-going working relationship with teams across the Council involved in supporting and increasing walking and cycling in the District. We are currently funding roles and projects that will increase physical activity and, in particular, walking and cycling for everyday journeys. We are therefore keen to see the success of this Access Fund bid so that our work can contribute to the overall programme and together we can have more of an impact in the District and across the wider Berkshire area.

We look forward to working with all the partners in successfully delivering the Active Access Berkshire project.

Yours sincerely,

Lesley Wyman FFPH  
Head of Public Health and Wellbeing
Dear David,

Access Fund for Sustainable Travel Revenue Competition 2016/17

The Public Health Team welcome the opportunity to work with the transport team and other partners in the delivery of the projects that achieve shared outcomes through the progression of successful funded sustainable travel programmes. As stated in the councils adopted Health and Wellbeing strategy, activity through travel is a priority area for the Public Health Team.

Obesity and sedentary lifestyles involving limited physical activity are a significant cost to the health service and local social care teams. The increase in obesity can be linked to increase in car usage and reduction in levels of physical activity. The obesogenic lifestyle is hard to change and evidence shows the best way is to include increased physical activity into the daily routine, such as increasing the levels of activity through active travel. Working with the My Journey Wokingham team over the past four years we have experienced some progress in making residents more physically active and we look forward to this relationship continuing should the bid be successful.

In general terms the residents of Wokingham enjoy relatively good health outcomes, but markers such as the levels of physical activity in children are below the national averages, storing up an array of health problems for later life. This will not only cause ill health, distress and loss of independence to the individual, but an increased cost in terms of health and social care locally. The package of measure that are proposed to be delivered are inclusive of residents of all ages and will go some way to encouraging increased levels of physical activity. We support this application.

Yours sincerely

[Signature]

Patricia Knight PhD
Public Health Programme Manager
Wokingham Borough Council
24 August 2016

Dear David,


The Love to Ride programme has a long history of engaging organisations and people, encouraging them to ride more often and for transport. We are delighted to support Thames Valley’s Access Fund bid, bringing our expertise, experience and the very latest technology developments to the area.

By including the Love to Ride Access Cycling Programme in your bid, you will be utilising an approach that is proven to work and which meets the aims of the Access Fund, including improving access to employment, education and training, and encouraging more people to cycle. Here is an outline of our programme:

• **Achieve measurable behaviour change** - Love to Ride support and encourage people to ride to work, education and on other trips. We help people build up their confidence, comfort and skills on a bike. Over time, we encourage them to go through the stages of change to ride for transportation. It is this long-term approach rooted in behaviour change theory that works and delivers the best results.

• **Create cycling communities inside workplaces** - bringing the people who ride together, making them visible, and motivating them to encourage other colleagues to ride too.

• **Support workplaces to be more cycle friendly** - giving them tools to encourage more of their staff to ride and allowing the riders inside the office to contribute to making their workplace more cycle friendly.

• **Improve routes to workplaces** - the GPS data that is automatically collected by the passive GPS cycling apps shows every trip people ride, including which routes people are taking to get to work. This means that you can prioritise the development of infrastructure on the key routes people are using to access key employers and education facilitates. This way you can make decisions based on real data and get the highest return on investment for your cycling infrastructure projects.

We welcome the impact that DfT’s investment will have on cycling in the region and look forward to delivering a full, engaging and comprehensive programme across three years from 2017 to 2020.

Yours sincerely,

Sam Robinson
General Manager, Love to Ride
+447734 833451
Dear Alex,

Active Access Berkshire Funding Bid

Cycle Experience Ltd (part of TTC Group) are looking forward to the opportunity to work in partnership with Active Access Berkshire to deliver Road Safety and Cycling & Walking training and promotion services. Cycle Experience currently deliver cycle training to over 25,000 adults and children nationally each year. We also deliver our unique pedestrian training programme “Smart Walk” to younger children throughout London.

The development of a new national cycle route joining town centres across Berkshire will do much to improve cycling and connectivity between centres. We welcome the investments made by Thames Valley Berkshire LEP in creating improved infrastructure for cyclists. However town centres are often busy and heavily traffic places and we need to ensure that cyclist are well trained so that cycling can be as safe as possible. We have worked with partners at Wokingham and Bracknell for many years and have had some very pleasing and successful results.

We now welcome the opportunity to work with West Berkshire and Reading offered by the prospect of a successful bid to the DfT’s Access Fund. We look forward to ensuring cyclist can get the best use from the investment made by the LEP and can enjoy themselves as they cycle to and from work, school or for just for pleasure.

Yours sincerely,

Matt Jewkes
Business Development Manager
TTC Group (UK) PLC

Tel: 01952 607191
Email: tenderalerts@ttc-uk.com
Reading Borough Council
FAO: Chris Maddocks
Civic Offices
Bridge Street
Reading
RG1 2LU

31 August 2016

Dear Chris

Re: Access Fund Bid 2017-20 – Active Access Berkshire

The University of Reading welcomes the joint Access Fund bid covering Reading, West Berkshire, Wokingham and Bracknell Forest that supports our own priorities of encouraging sustainable transport use by our visitors and approximately 20,000 staff and students.

The University of Reading takes issues around access very seriously. We are a premier destination for higher education and want to be able to attract and retain the best staff and best students. Travel on and off of campus should not be viewed as a barrier to that ambition. The University has employed a Sustainable Travel Coordinator to ensure that wherever possible sustainable transport is promoted. We are very pleased to have 4 Ready Bike docking stations on campus provided by Reading Borough Council and the University and council have worked hard to promote cycling as an excellent way of travelling on and off campus. Providing attractive opportunities for walking and cycling encourages students and staff to be fit and healthy as the relationships between physical exercise and mental wellbeing are well documented.

If successful the Access Fund bid will enable the University and Reading Borough Council to build on our existing partnership strengthened through the Local Sustainable Transport Fund in which the University was a key partner. The University supported a range of sustainable transport measures delivered as part of the previous funding programme, including personalised travel planning, cycle skills and training - such as Dr Bike and adult cycle training, and incentivisation and gameification initiatives.
In addition, the University welcomes a funding programme that will support the opening of the planned National Cycle Network route – NCN 422. The new route will link the main university campus to other educational establishments and key residential sites.

To this end we looking forward to working with Reading Borough Council and the rest of the partners named in the Active Access Berkshire bid to develop some fun and innovative projects that to encourage more staff and students to consider walking and/or cycling for local journeys.

Yours sincerely

Janis Pich
Estates & Facilities, Director
22 August 2016

Mr N Mathews
Head of Transport Development
Bracknell Forest Council
Time Square
Market Street
Bracknell
RG12 1JD

Dear Mr Mathews,

I am writing to express Bracknell & Wokingham College’s support for Bracknell Forest Council’s bid to the Department for Transport for funding from the latter’s Access Fund.

The package of measures being sought in the bid will support both our full-time and our part-time students, particularly those who do not have access to a car or who want to travel sustainably to the College’s main Church Road campus.

The work that is envisaged, particularly by the two officers working with ElevateMe, should also assist full-time learners to better access their important and mandated work-experience placements.

Bracknell & Wokingham College looks forward to working with Bracknell Forest Council and the bid delivery partners to offer elements of the project to our students and staff.

Yours sincerely,

C. S. CHRISTIE CBE
Principal and Chief Executive
01 September 2016

Dear Jenny

Re: Re Access Fund Application to DfT

Further to your correspondence about the application for Access Funds, I am writing to support the application for funds which will help people in Berkshire to get to College or to get employment.

In a rural area such as West Berkshire, transport is often a deciding factor as to where people can get jobs or gain skills. Therefore, access funding to help more local people come to Newbury College is very much welcomed by students of all ages.

I fully support the bid for Access funding for Berkshire.

Yours sincerely

Dr Anne Murdoch
PRINCIPAL & CHIEF EXECUTIVE
Dear Emma

**Department of Transport Access Fund Proposal**

Reading UK CIC wishes to support the Access Fund proposal to the Department of Transport along with Reading Borough Council and neighbouring authorities in the Greater Reading economic area.

We are aware from our inter-action with businesses across Reading and our private sector Board that there is a need to find alternatives to car based transportation for all types of uses. We fully support the work of Reading Buses to meet passenger needs and expand its network across the wider central Berkshire catchment area for example.

This programme of cycling initiatives is an excellent proposal that fits perfectly with the Vision 2050 for Reading and Reading Business Improvement District as part of the overall Economic Development Plan for Reading 2016-2020.

In preparing Reading 2050, our forward looking strategy for the next 35 or so years we have consulted with thousands of members of the public, hundreds of businesses and young people within our schools.

In our vision of Reading as a ‘smart and sustainable City’, the three main themes have been identified as:

- Green tech-city
- A City of Parks and Gardens
- A City of Festivals and Culture

We believe that the need for sustainable transport cross cuts all these themes and the aspiration to develop a green cycling network north south and east west across Reading and into adjoining areas, joining our communities to services, employment, education and leisure facilities is a key aspiration that will be set out and worked on over the coming years.

We also welcome your targeting of young people 16-24 as this complements our Elevate programme pan Berkshire to support disadvantaged young people of that age to find sustainable routes in to employment.
education and training. Transportation to work and education is critical to the success of this programme and I would welcome the opportunity of working with you to deliver this part of the access fund proposal.

We welcome the development of this cycling transport network proposal which will certainly be an instant success in the delivery of the Reading 2050 Vision and wish you every success.

Do keep me appraised of the outcome as I would be happy to provide input to any forthcoming steering group that is set up to take this work forward and share with you further aspects of the Reading 2050 Vision to develop a smart and sustainable city.

Yours sincerely

Nigel Horton-Baker  
Executive Director  
Reading UK CIC
Dear Chris,

Vodafone would like to express its support for the “Active Access Berkshire” bid to the Department for Transport’s Access Fund that has been jointly prepared by West Berkshire Council, Wokingham Borough Council, Reading Borough Council and Bracknell Forest Council.

Vodafone has a successful and on-going Travel Plan that actively promotes walking and cycling trips to its Newbury Headquarters site, which is well-connected to the wider pedestrian and cycle networks in the Newbury area. We look forward to the work happening to develop the new NCN 422 route which will enhance the links to the benefit of many. The Active Access Berkshire bid will increase sustainable transport in the local area, including providing greater opportunities for walking and cycling to our site.

We look forward to working with West Berkshire Council in successfully delivering the Active Access Berkshire project in the Newbury area.

Yours sincerely,

Alec

Alec Gore
Business Support Manager, 1team at Vodafone UK
Travel - An amazing team helping people travel smart and park fairly
Jenny Graham  
Transport Policy Team Leader  
Planning & Countryside West Berkshire Council  
Market Street  
Newbury  
RG14 5LD

08 September 2016

Dear Jenny

I write in support of the “Active Access Berkshire” bid to the Department for Transport’s Access Fund that has been jointly prepared by West Berkshire Council, Wokingham District Council, Reading Borough Council and Bracknell Forest Council.

Great Western Railway has a successful and on-going working relationship with the Local Authorities and we are involved in a number of projects that will support and contribute to the success of the Active Access Berkshire Programme. Most significantly these include the development and implementation of a Station Travel Plan for Newbury and the partnering with West Berkshire Council in progressing a Growth Deal 3 bid to improve interchange and passenger facilities at Newbury station. We are also working with West Berkshire Council in projects to improve cycle parking and access for pedestrians and cyclists at Newbury, Thatcham and Theale Stations all of which link with the NCN 422 Route to be delivered.

We look forward to working with West Berkshire Council and other partners in successfully delivering the Active Access Berkshire project.

Yours sincerely

Tom Pierpoint  
Regional Development Manager