



Sustainable Travel Transition Year Revenue Competition

2016 - 2017

Application Form



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

Applicant Information

Local transport authority name(s):

Wokingham Borough Council

Bid Manager Name and position:

Matthew Gould, Service Manager – Transport and Road Safety

Contact telephone number:

0118 974 6460

Email address:

Matthew.Gould@wokingham.gov.uk

Postal address:

Wokingham Borough Council

Highways and Transport

PO Box 153

Shute End

Wokingham

RG40 1WL

Website address for published bid:

www.wokingham.gov.uk/parking-roads-and-travel/transport-and-travel-passes/sustainable-travel-for-businesses/

A Project description and funding profile

A.1 Project name:

My Journey Wokingham

A.2 Headline description:

Our bid package, prepared in line with the Thames Valley Berkshire Strategic Economic Plan, targets investment in promoting cycling and walking on the A329 transport corridor. The corridor is home to two thirds of the borough's household population, major employment centres, several schools and planned development; posing pressure on an already constrained transport network.

Building on previous successful investment, our bid package contains proven and deliverable measures to promote cycling and walking to residents, commuters and jobseekers.

The package is fully integrated with local strategic policy objectives to improve public health, reduce carbon emissions, and support continued economic and employment growth in the borough.

A.3 Total package cost (£m):

£0.452m

A.4 Total DfT revenue funding contribution sought (£m):

£0.390m

A.5 Local contribution (£m):

£0.062m

Wokingham Borough Council will contribute £62,000 in revenue funding for an Active Travel Officer for 2016/17 to commence work upon a successful bid. This funding has been secured and provisionally allocated from developer funding for the programme year.

A.6 Equality Analysis

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

☒ Yes ☐ No

A.7 Partnership bodies:

The programme will be led by Wokingham Borough Council (WBC) and delivered in partnership with local business groups, industry professionals, social enterprises, charities and health bodies. Our bid has gained input from a wide range of local community partners, including Thames Valley Berkshire Local Enterprise Partnership (TVB LEP) and Wokingham Borough Council's Public Health Team, as shown in Table 1.

Letters of support from bid partners are included as **Appendix A**.

TABLE 1 Partnership Bodies

Bid Partners		Programme Role and Responsibilities	Contribution	
			Delivery	Strategy
Thames Valley Berkshire Local Enterprise Partnership (LEP)	Economic and Business Development	Strategic advice on engagement and promotion of sustainable transport measures with the business community		✓
Wokingham Business Skills and Enterprise Partnership	Economic and Business Development	Promotion of sustainable transport measures with the business community, including small and medium sized employers (SMEs)		✓
Reading Borough Council	Neighbouring Borough	Coordination of planned projects and scheme delivery to achieve greater project reach and value for money		✓
Wokingham Public Health Team	Public Health	Strategic advice on scheme delivery to support local transport and public health objectives		✓
Elevate Wokingham	Community and Voluntary Sector Support	Strategic and delivery support - including businesses, training providers, and voluntary sector organisations – to engage jobseekers and those seeking training and further education with active travel support	✓	✓
Intelligent Health Ltd	Social Enterprise	Advice and support with Beat The Street	✓	✓
Sustrans	Active Travel Charity	Provision of Active Travel Officer and Commuter Challenge Advice on cycle network development and promotion to local communities on the A329 corridor	✓	✓

B The Business Case

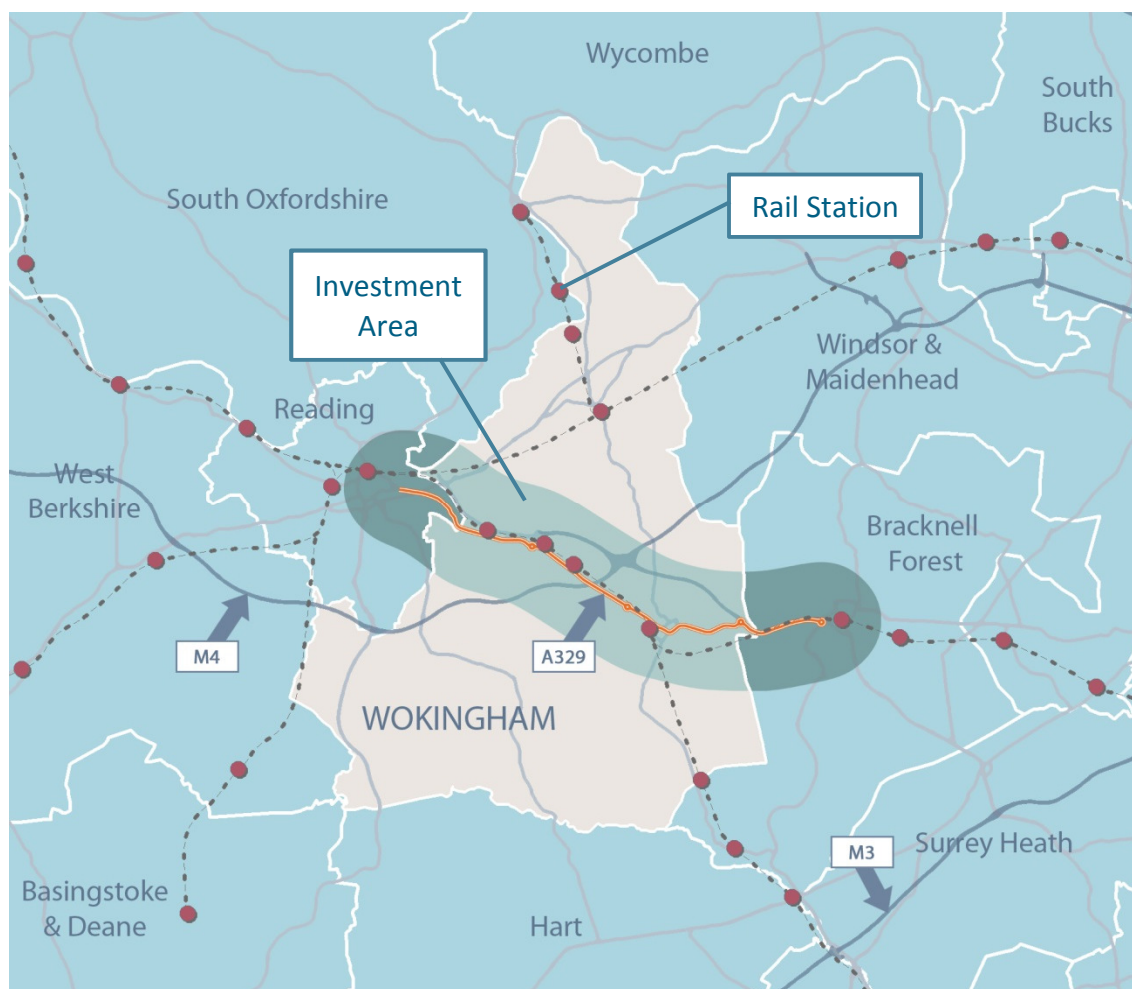
B.1 The Strategic Case

Scheme Summary – Delivering Strategic and Sustainable Growth

Our bid package directly supports existing and planned cycling and walking capital investment programmes in the **Strategic Economic Plan (SEP)**, and builds on successes delivered to date targeting active travel investment on the A329 corridor through our four year My Journey (LSTF) programme.

The package comprises revenue-funded initiatives that will add value to local capital scheme investment by positively influencing the travel choices of residents and commuters using the A329 transport corridor. This corridor through Wokingham Borough is an important area of economic investment and employment opportunity; with strong potential for cycling and walking investment to support sustainable growth. These initiatives could take a potential 8,800 existing and 2,600 projected vehicle trips off the A329 by 2026 in Wokingham Borough based on a 7.8% reduction in car driver trips generated by future planned development in the borough.

FIGURE 1 A329 Transport Corridor (Reading - Wokingham - Bracknell) Strategic Investment Area

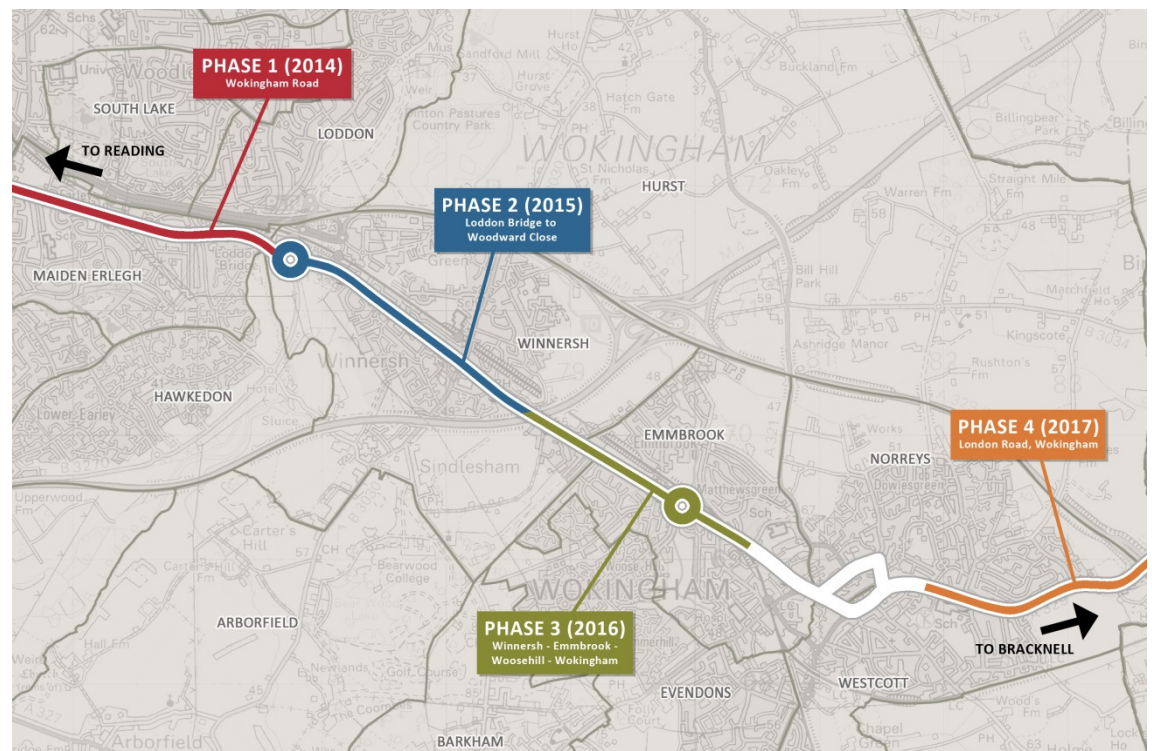


The 'Sustainable Transport and Minor Schemes Package' (within Package D-III) includes the planned Reading to Windsor Cycle Route to provide a new designated cycle route between Reading and Windsor via Wokingham, Bracknell and Ascot town centres. This will serve two of Wokingham's strategic development locations, connect major employment areas and at least 15 schools, colleges and universities. Its delivery over four phases will provide 18km of new National Cycle Route (NCR 422).

Development of the cycle route in Wokingham Borough is advancing in four phases, with Phase 1 and 2 having already been delivered and available for widespread promotion. Phase 3 is presently advancing for implementation during 2016, delivered through the Local Growth Fund.

The following figure illustrates the specific cycling and walking infrastructure that will be extensively promoted by our bid package.

FIGURE 2 A329 Cycleway Phases of Investment



Programme D: 'Infrastructure' of the SEP specifically promotes enhancing urban connectivity and access to employment through transport investment.

Therefore our bid package is intended to maximise return on the investment by enhancing residents and employees awareness of this capital improvements to Wokingham's cycling and walking network. This will directly support the SEP objectives in delivering economic activity and sustainable housing growth in the borough through promoting the increased use of healthy, low carbon travel options and managing the overall demand for car-based travel.

They also support our local **Health and Wellbeing Strategy** by encouraging physical activity where possible to reduce the risk of chronic diseases, obesity and absenteeism at work.

Our package of schemes comprises four elements, as follows:

Package Element 1: Workplace Cycling and Walking Challenge

Our Business Travel Network is now well established in Wokingham Borough, having been successfully delivered as part of our LSTF-funded programme since 2012. As a contribution to the existing network we will deliver a Workplace Commuter Challenge with members to specifically promote cycling and walking, and target those employers whose premises can be accessed via the A329 cycleway scheme investment.

A Workplace Commuter Challenge is an interactive competition designed to engage businesses and employees. The aim is to encourage people to try healthy and sustainable ways of travelling to and from work during the Challenge period. The Challenge also promotes more sustainable business journeys and reduces the perceived reliance on car-based transport.

Individuals at participating workplaces log cycling and walking journeys on an interactive web platform, with the option to compete in teams and between businesses. Individuals and organisations can also upload photos and share stories in a vibrant online community.

This initiative will build on past success in promoting cycling locally, serve as a legacy tool for businesses already engaged in promoting cycling, and highlight new membership benefits to prospective companies. This will be particularly useful to small-medium enterprises (SMEs) not in a position to otherwise engage with the full Business Travel Network process due to their resource availability and operations.

A challenge in Wokingham will run in summer 2016 and be delivered by Sustrans; an experienced specialist service provider. A successful bid will allow the development and roll-out of the challenge, promotional material, website and prizes for participating businesses.

Our dedicated Active Travel Officer (Package Element 4) will assist in recruiting businesses to participate, covering major employment hubs on the A329 corridor such as Thames Valley Business Park, Winnersh Triangle Business Park and Suttons Business Park. Wokingham town centre-based SMEs will also be contacted and invited to take part to boost cycling activity locally.

Businesses on the park have benefitted from wider travel promotional activities, such as cycling challenges, and through the direct marketing of sustainable travel options to employees.

- Tristian Blaine, Chair of Thames Valley Park Transport Steering Group (Oracle)

Package Element 2: Personal Travel Planning with Residents, Employees and Jobseekers

We will deliver a 10,200 household extension to the borough's successful Personal Travel Planning (PTP) programme in 2016. To date the programme has now delivered travel information, advice and incentives to areas comprising 22,750 households in the borough since 2012.

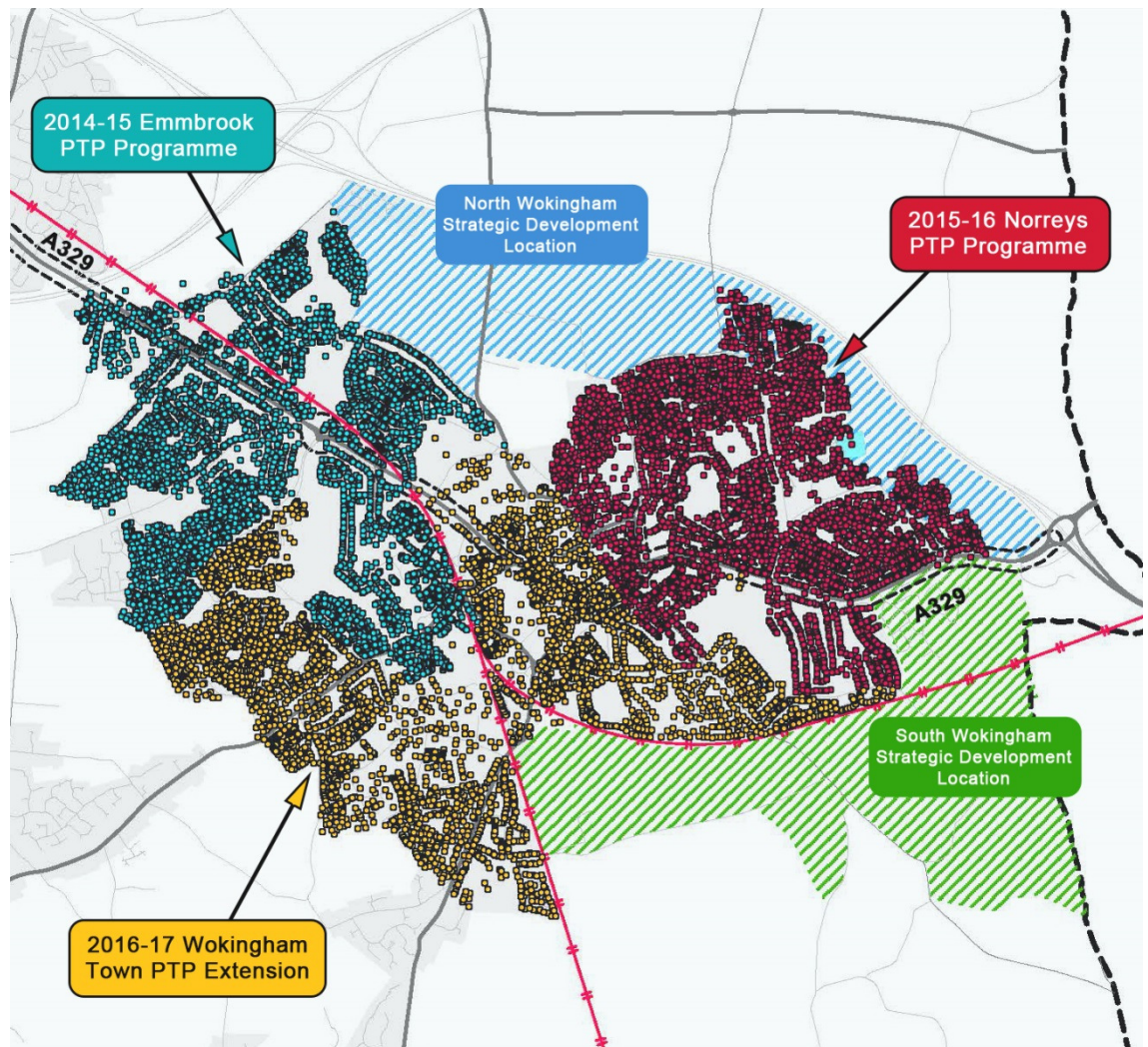
PTP uses trained travel advisors to provide individual households with innovative, individualised travel information and incentives on sustainable travel options directly relevant to the journeys they undertake. This informs users about alternatives to travelling by car, options to support a healthy lifestyle and ways to reduce carbon emissions.

Addressing the whole journey for residents can improve their perception and confidence in using sustainable transport options. This supports our Local Transport Plan objectives by overcoming habitual use of the car for short journeys. Extending our PTP programme will further help break down barriers to increased cycling and walking activity from a lack of information on route choice and personal benefits, by providing accessible, accurate and reliable travel information to residents.

During 2013 to 2015 the council and its delivery partners saw 5,250 households enthusiastically participate in our PTP programme locally. Our project evaluations showed an average reduction in single occupancy car travel of 6% for journeys to work at least once a week. This achieved corresponding increases in walking, cycling and public transport use of 15%, 8% and 8% respectively. This has helped generate a positive increase in healthy and active travel, coupled with a corresponding decrease in car driver trips at peak periods.

Revenue funding for 2016 will enable a PTP programme extension to cover 10,200 additional households in the Wokingham town area of the borough, as illustrated in Figure 3.

FIGURE 3 Proposed PTP programme extension (Summer 2016)



These areas are highly accessible to both existing and planned capital investment in sustainable transport networks, including the A329 cycle scheme and East Reading Park & Ride bus services. Promoting these travel options to residents and encouraging their use through PTP will maximise the value of this capital investment in local transport and enhance access to local employment and skills training providers.

These areas have also been chosen due to their proximity to recent cycle network infrastructure improvements and strategic planned development in the borough, meaning PTP can begin to positively influence the travel behaviour of existing local residents and also form the basis for delivering such initiatives with residents of future planned developments, funded privately by developers.

We will also provide PTP advice to employers in Wokingham Borough. This will include specifically targeting the small-medium enterprise community within Wokingham town to ensure their employees benefit from opportunities to save money, improve health and have more reliable journey times to work. This will in turn also cumulatively reduce the number of car-based commuting journeys into the town centre, which would otherwise create delays and capacity pressure on the existing highway network to the detriment of local economic activity.

Lastly, we will continue a successful pilot initiative with **'Elevate Wokingham'** to provide personalised journey planning advice to jobseekers. During 2015 we received very positive feedback from jobseekers on the provision of this additional service, which supported access to job interviews and skills training opportunities locally.

FIGURE 4

A successful bid will allow us to continue providing support to those seeking employment and skills training in partnership with Elevate Wokingham



Working with the My Journey Wokingham team over the past four years we have experienced real progress in making residents more physically active and we look forward to this relationship continuing should the bid be successful

- Darrell Gale, Public Health – Wokingham Borough Council

Package Element 3: 'Beat The Street' Cycling and Walking Promotion

We will deliver a 'Beat The Street' initiative in Wokingham. This will be a 12 month community engagement programme, with a two month active engagement element in September 2016. This will encourage the Wokingham community to cycle and walk using tracking technology linked to a reward scheme. This programme will support capital investment in enhanced shared cycling and walking routes being delivered on the A329 corridor funded through local contributions.

40 Tracking Units positioned on key routes serving the A329 will encourage residents to cycle and walk to school, into Wokingham town centre, to local shops, to GP surgeries, to work and for their own general health and enjoyment.

We have previously successfully delivered a 'Beat The Street' programme in the borough. Between 29 April and 24 June 2015, 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%).

The 2016 'Beat The Street' Programme in Wokingham will engage a further 10,000 residents of Wokingham Borough. A 20% increase in cycling and walking activity amongst this target population will represent approximately 1,250 additional active travel trips annually in the borough.

Package Element 4: Active Travel Officer

The council will recruit an Active Travel Officer from Sustrans to engage with businesses, communities, residents and schools in the Wokingham area. The Officer will provide support to Wokingham Borough Council's My Journey programme, leading on a range of active travel and sustainable transport initiatives across the borough. This will include assisting with coordination and promotion of package elements 1-3, helping to maximise their impact and effectiveness locally.

My Journey Wokingham has successfully engaged the business community in recent years. We have seen how cycling and walking promotional initiatives complement local capital investment to promote sustainable travel. This has been to the betterment of local jobs creation, business resilience and sustainable economic growth.

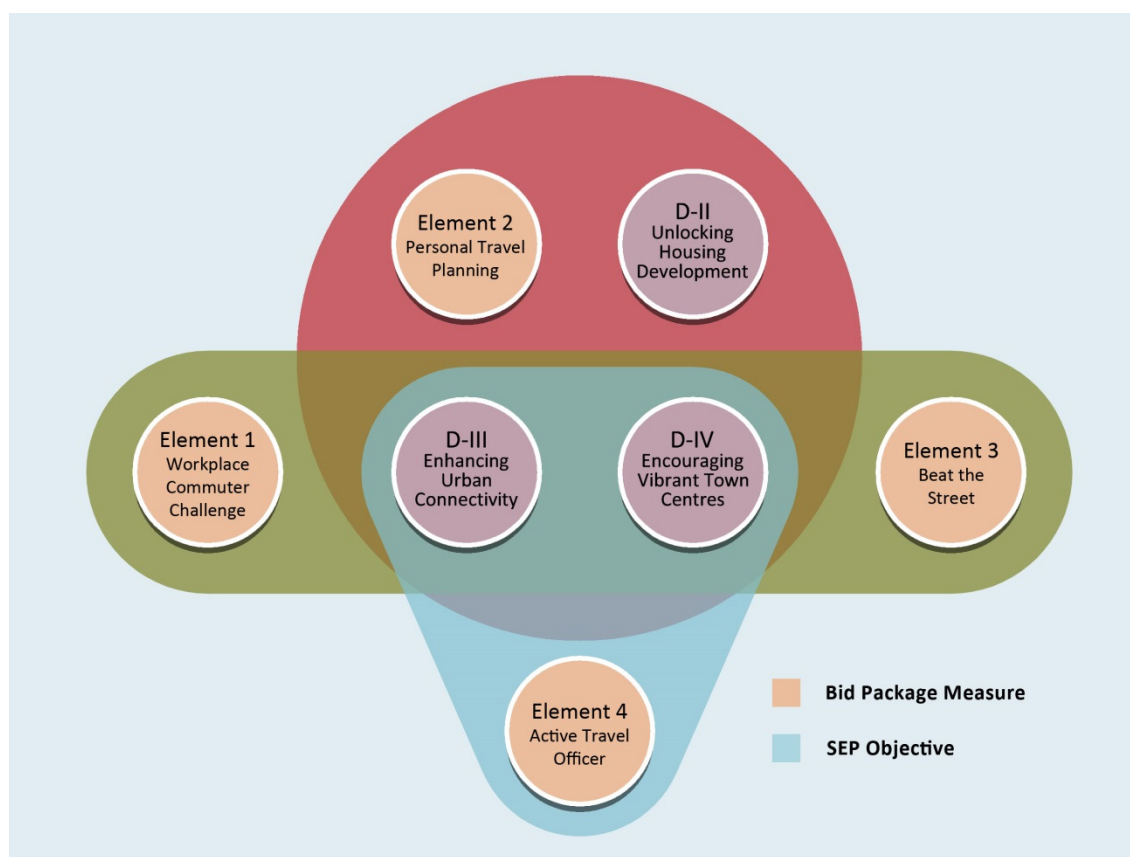
- Richard Tyndall, Thames Valley Local Enterprise Partnership

Strategic Case: Enhancing the local economy and delivering growth

Our bid has been prepared in close consultation with the Thames Valley Berkshire Local Enterprise Partnership (TVB LEP).

The Partnership's Strategic Economic Plan (SEP) sets out objectives to ensure economic activity is not constrained through poor urban connectivity and labour supply issues. It presents clear commitment to driving national growth locally through investment in transport. This bid supports this objective by delivering targeted initiatives that directly complement planned capital investment through the Local Growth Fund in sustainable transport links that support connectivity.

FIGURE 5 Wokingham STTY Programme and Supporting SEP Objectives



Providing the new A329 cycle route will help create a high quality cycling and walking environment to connect residential areas, schools, retail and employment centres on the corridor. To maximise the return on this investment it will be essential that businesses, their employees and local residents are made aware of, and are actively encouraged to use, these options.

Therefore the targeted package of revenue-funded initiatives presented in our bid has been derived with specific regard to this investment programme. Without funding from a successful bid application, the borough would presently be unable to match planned capital investment with essential revenue-funded promotional activity. This would mean not being able to both maximise the return on investment and support the on-going legacy from previous successful initiatives with local residents and employers.

The initiatives presented will encourage residents and commuters to use the accompanying investment in walking and cycling infrastructure to increase personal choice, public health and to minimise capacity pressures on the local road network. This in turn will ensure labour supplies are more resilient, that future housing demand can be delivered and that projected economic and business growth is met.

An investment legacy will also be established as the approaches will be adopted for new development locations in the borough and funded by private developers through residential and workplace travel plans. Initiatives can then continue to be delivered on an annual basis through private sector contributions. Thus existing and future residents and employees will be encouraged to consider cycling and walking more often along the corridor to support future sustainable economic activity and business growth.

Building on our past success

The composition of our bid package is drawn from the most successful and proven aspects of our 2012 - 2015 My Journey (LSTF) programme, which delivered a total return on investment of £3.60 for every £1 spent.

Tangible success was evident. Between 2012 and 2015 we observed a 5% reduction in journey time delay for vehicles travelling through Wokingham Borough on the A329. These journey time improvements coincide with our strategic targeted investment in promoting cycling, walking, public transport, car sharing and smarter working in the same area over this period.

To encourage cycling we have delivered two phases of the A329 cycleway. Following our investment on the route, surveys undertaken in summer 2013 and 2014 showed the average number of cycle trips each week increased by 17%, from 2,000 to over 2,300. With more cycling and walking meaning less sick leave, almost £400,000 has been saved from reduced absenteeism alone, providing a direct benefit to businesses and the wider economy.



The A329 cycleway investment programme has successfully enhanced active travel connections across the borough. Our bid package will further promote this cycleway to a wide user base, helping to boost cycling activity and maximise the overall return on investment

Our scheme package will build upon this investment to deliver and promote subsequent phases of cycling infrastructure and pedestrian enhancements on the A329; facilitating more cycling and walking journeys, supported by our revenue-funded elements to promote and encourage this activity.

These revenue-funded elements, such as our PTP programmes, have demonstrated successful outcomes and strong social and economic benefit. Following the advice and incentives provided to residents through the 2014 and 2015 PTP programmes, an estimated 1.8 million kilometres by car will be removed from the borough's road network. In follow up surveys, 20% of PTP participants reported they are now cycling more often.

Over a ten-year period, this change in travel behaviour will save the economy over £1 million from just this one element of the programme.

Improving air quality through reduced transport emissions

With increased traffic flows forecast on the A329 it is essential we maximise the viability and attractiveness of cycling and walking as options for local journeys. The physical provision of enhanced infrastructure can accommodate more journeys by these modes, promoting travel that does not generate CO₂ and NO_x emissions that can negatively impact air quality and the wider environment.

Equally encouraging more people to cycle and walk through the travel behavior change initiatives in our bid package will boost the proportion of local journeys undertaken by these modes as an alternative to car-based travel.

Boosting access to employment and skills training

In strategic partnership with Elevate Wokingham, our bid package will directly support the provision of individually-tailored advice and support to those seeking local employment and skills training. This will empower more people locally to consider the full range of transport options to access jobs or training providers across the local area.

Our initiatives build on successful support provided in 2015 and therefore a successful bid application would allow us to continue this highly valued and well-received local programme (letter of partnership support in Appendix A).

The package will highlight cycling and walking network improvements recently introduced to enhance connections between residential areas, public transport interchanges and local employment zones along the A329 corridor.

The My Journey team make travel to businesses, training providers, and voluntary sector organisations straightforward and have the tools to help young people overcome their travel barriers.

- Rhian Hayes, Project Director - Elevate Wokingham

The great thing that My Journey Wokingham has done for all the businesses at Thames Valley Park is that it has made it easier for them to attract and retain staff

- Charles Eales, Thames Valley Berkshire LEP - Strategic Transport Forum Chairman

Targeted promotion of safe cycling

Our Active Travel Officer, combined with promotional support through the PTP programme, will enable a wide audience to be engaged in the principles of safe cycling. The officer will oversee registrations for adult cycling training and also provide 'led rides', both of which will be promoted through PTP, to highlight road safety and encourage cyclists to use of the dedicated on- and off-road cycleway investment delivered since 2012.

This will include supervised rides for women, run by volunteers (Breeze Champions) trained by British Cycling, to ensure confidence and safety are not issues for women seeking to cycle for every day journeys.

B.2 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 walking and cycling activity has been collated from count sites located on the A329 and following a review of previous programme evaluations.

Quantifiable Impacts

1. Physical Activity (including absenteeism) - Increased walking and cycling 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 £1,637,680.

2. Accident Reduction - Increasing walking and cycling 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 £23,930.

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 £92,090.

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 £5,740.

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 £33,260.

6. Value for Money – The bid package costs have a present value of £382,400 discounted to 2010 prices. The bid package benefits have a present value of £1,675,790, providing a Benefit to Cost Ratio of 4.38. 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 2 Analysis of Monetised Costs and Benefits (in £'000)

Noise	1.50
Local Air Quality	0.00
Greenhouse Gasses	5.74
Journey Quality	0.00
Physical Activity (incl. absenteeism)	1637.68
Accidents	23.93
Decongestion	92.09
Indirect Taxation	-33.26
Private Contribution	-51.89
Present Value of Benefits	1675.79
Present Value of Costs (PVC)	382.40
Benefit Cost Ratio (BCR)	4.38

Qualitative Impacts

- 1. Enhancing Economic Activity and Jobs Growth** - The bid package includes working with residents, employers, existing employees and jobseekers to promote viable means of accessing local destinations. This support a key SEP objective of linking residential areas to, mainline railway stations, employment, leisure, learning and retail centres to benefit economic activity.
- 2. Air Quality Benefits** - The bid package will deliver an improvement to air quality within the M4 Air Quality management Area from a reduction in CO₂ and NO_x emissions associated with car-based trips made as an alternative mode of transport.
- 3. Overcoming Severance and Added Value** - The bid package will improve access to services and reduce perceived severance issues by providing residents, employees and jobseekers with a range of information and initiatives to undertake a wide range of trips. The proposals will also support promote the A329 cycle route that has been funded through the Local Growth Fund; thereby maximising the return on the local area capital investment.
- 4. Sustainable Development and Legacy** - The bid package targets specific sections of transport network that will also service planned local development. Targeting these specific areas presents an opportunity to influence both existing and future planned travel behaviour. This in turn supports the potential to unlock future housing development in the borough, in line with strategic planned capital investment, through driving a change in the culture of local travel. In turn, the proposals will further establish best practice in promoting cycling and walking locally, with similar schemes in the future to be funded by contributions from private development.
- 5. Promoting Safe Cycling** - The bid package will engage with new and existing cyclists to enhance their road safety awareness and cycling capability. This will directly support more vulnerable road users in the local area to access key destinations safely.

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 8.22 (very high value for money) and should a 33% decay rate be utilised a BCR of 2.46 (high value for money) would be generated.
- An Optimum bias of 15% has been applied as WBC 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 pedestrian and cyclists.
- The bid package is estimated to result in a 20% increase in walking and cycling as recorded on the A329 corridor this is based upon:

Evidence of Effectiveness

- Our previous Personalised Journey Planning project evaluations show a reduction in single occupancy car travel of 6% for journeys to work at least once a week was achieved with corresponding increases cycling of 8% (Walking 15% and PT 8%).
- 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.
- An increase in cycling levels as a result of workplace challenges are detailed within 'Soft Measures, Hard facts' Non-cyclists take up cycling: 34% of 'non cyclists' were cycling once a week or more, 3 months after the Challenge. Occasional cyclists start to cycle regularly: 31% of 'occasional cyclists' were cycling regularly 3 months after the Challenge. More people cycling for transport purposes: 28% of 'occasional cyclists' were cycling to work at least once a week, 3 months after the Challenge. The document also identifies a case study of a walking to work initiative that could be run as part of a challenge in which 25% of the initial target group, who were contemplating or preparing to actively commute at baseline, were regularly walking to work one year later.

Completed scheme impacts pro formas are included within **Appendix B**.

An economic appraisal summary note is included in **Appendix C**.

B.3 The Financial Case - Project Costs

TABLE 3 Table A: Funding profile (Nominal terms)

£000s	2016-17
DfT funding sought	390
Local Authority contribution	62
Third Party contribution including LGF	-
TOTAL	452

B.4 Management Case - Delivery

		2016									2017		
	March	April	May	June	July	August	September	October	November	December	January	February	March
Workplace Cycling and Walking Challenge													
Define Challenge Concept													
Challenge Prep and Publicity													
Challenge Delivery													
Project Evaluation													
Presentation of Project Outcomes													
Project Publicity													
Personal Travel Planning with Residents, Employees and Jobseekers													
Detailed Delivery Planning (Town Centre Area)													
Field Office Hire, Materials Prep, Recruitment													
Project Publicity and Training													
Programme Delivery													
Project Evaluation													
Presentation of Project Outcomes													
Project Publicity													
Beat The Street - Cycling and Walking Community Engagement													
Scheme Design													
Community Partner Engagement													
Project Publicity													
Active Challenge Delivery													
After Surveys Issued													
Project Evaluation													
Presentation of Project Outcomes													
Project Publicity													
Active Travel Officer													
Confirm role specification													
Process Appointment (1 x FTE)													
Commence role specification													

B.5 Management Case - Statutory Powers and Consents

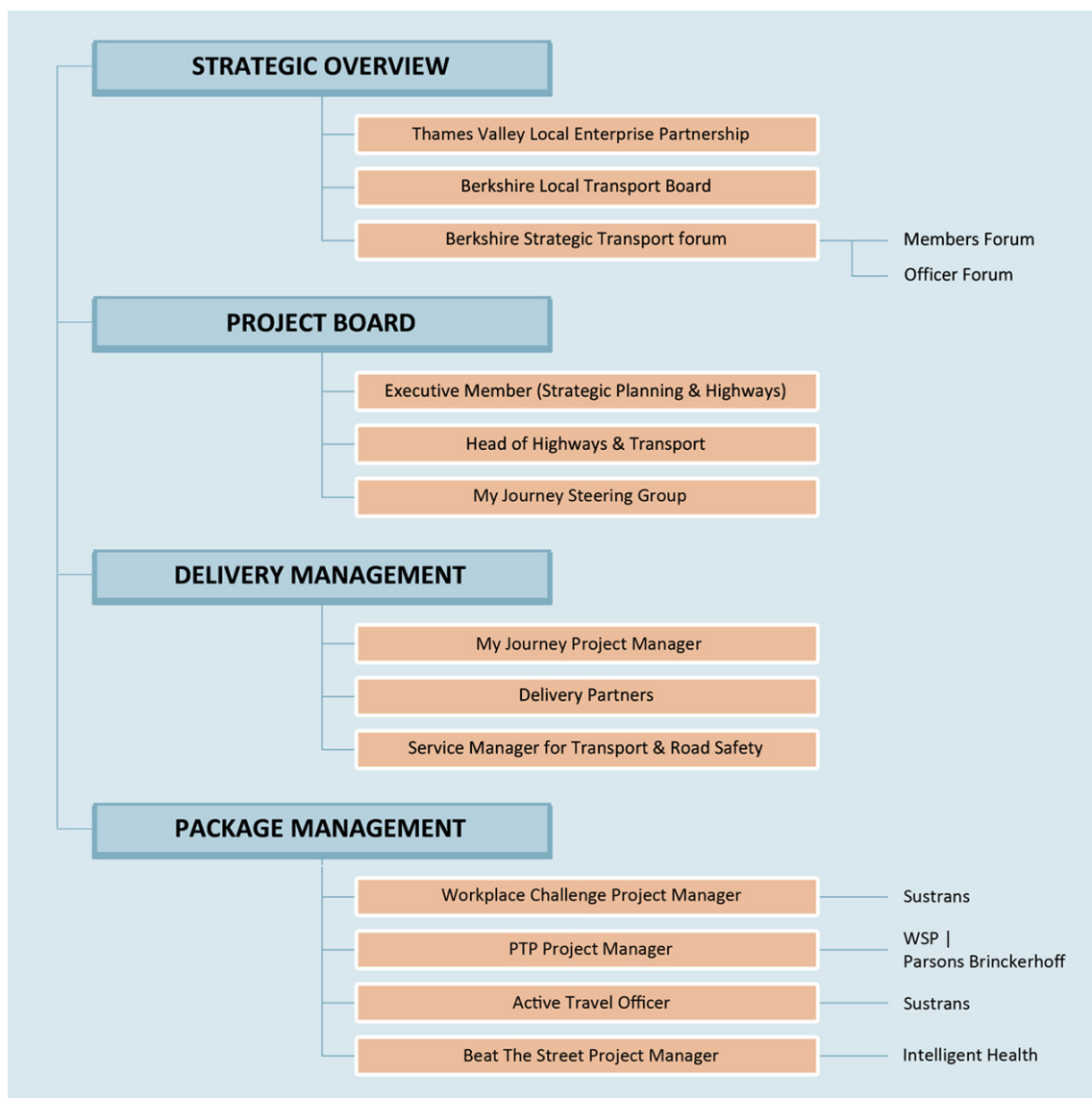
N/A – Our bid package does not require any statutory powers and consents.

B.6 Management Case - Governance

The bid package will be delivered by Wokingham Borough Council, in partnership with our strategic, funding and delivery partners. The programming and management of the package will be led by the council's Transport Planning Team, which has extensive experience of local transport scheme delivery, smarter choices, partnership working and community consultations.

The same management team has successfully overseen delivery of the My Journey Wokingham programmes (LSTF funded) since 2012. Our Governance Structure is presented in Figure 6.

FIGURE 6 Governance Structure



B.7 Management Case - Risk Management

During the compilation of this bid package and based on previous experience of delivering large programmes of work, the council has identified the following key risks, and our proposed mitigation for them to be managed.

TABLE 4 Key Risks & Mitigation

Risk	Likelihood (H,M,L)	Severity (H,M,L)	Mitigation
Not able to deliver all measures within timescale	L	L	The council's project management team have experience in project management and successful delivery of transport programmes within timescales. 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 addressed accordingly.
Not able to deliver all measures within budget	L	L	The council's project management team have experience in project management and successful delivery of transport programmes to 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 and funding addressed accordingly.
Problems encountered at detail design or implementation stage leading to inability to deliver the scheme	L	M	Our bid is predominantly comprised of tried and tested measures that have been used across the borough during the previous LSTF periods or identified from national best practice. 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 3 cycleway improvement on the A329, have already progressed to detailed design stage.
Bid partners will not deliver their respective elements of the bid package	L	M	Commitment from delivery partners to participate fully in the programme has been confirmed prior to submission of this bid. The council already has strategic working relationships and effective channels of communication with many of the partners and these will continue to be used during the programme. The My Journey 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 and become part of the implementation team.
Political support for the programme or aspects of the programme is withdrawn	L	H	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.
Response from the public or businesses is less than expected	M	H	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.

B.8 Management Case - Stakeholder Management

Can the scheme be considered as controversial in any way?

☐ Yes ☒ No

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

☐ Yes ☒ No

B.9 The Commercial Case

Our scheme package can be mobilised and delivered at the start of the funding period from May 2016.

Wokingham Borough Council can procure direct project support for the PTP programme 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.

WSP | Parsons Brinckerhoff successfully planned, delivered and evaluated four innovative PTP programmes in Wokingham Borough during 2012-2015. Continuing this arrangement provides continuity in local knowledge, expertise and the immediate mobilisation of project resources for delivery.

The Workplace Commuter Challenge will be delivered by Sustrans. The company has previously delivered a successful workplace commuter challenge in Wokingham Borough during 2014, so is 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 procured 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 has accumulated through their national delivery programmes.

C Monitoring, Evaluation and Benefits Realisation


C.1 Monitoring and Evaluation

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


☒ Yes ☐ No

D SECTION D - Declarations

D.1 Senior Responsible Owner Declaration

<p>As Senior Responsible Owner for [scheme name] I hereby submit this request for approval to DfT on behalf of [name of authority] and confirm that I have the necessary authority to do so.</p> <p>I confirm that [name of authority] will have all the necessary statutory powers in place to ensure the planned timescales in the application can be realised.</p>	
<p>Name: Matt Davey</p>	<p>Signed:</p> 
<p>Position: Head of Technical Services</p>	

D.2 Section 151 Officer Declaration

<p>As Section 151 Officer for [name of authority] I declare that the scheme cost estimates quoted in this bid are accurate to the best of my knowledge and that [name of authority]</p> <ul style="list-style-type: none"> • 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 requirements in relation to the scheme • accepts that no further increase in DfT funding will be considered beyond the maximum contribution requested and that no DfT funding will be provided after 2016/17 • confirms that the authority has the necessary governance / assurance arrangements in place and, for smaller scheme bids, the authority can provide, if required, evidence of a stakeholder analysis and communications plan in place 	
<p>Name: Graham Ebers</p>	<p>Signed:</p> 

Appendix A

Letters of Support from Partnership Bodies

Matt Gould
Wokingham Borough Council
Shute End
Wokingham
Berkshire
RG40 1BN

24 March 2016

Dear Matt

Wokingham Borough Council
Sustainable Travel Transition Year Revenue Competition 16/17

I am pleased to offer the support and endorsement of Thames Valley Berkshire LEP for your current bid for Sustainable Travel Transition Year Funding. 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](#)ⁱ 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 sustainable transport 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 STTY 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

ⁱ <http://thamesvalleyberkshire.co.uk/Portals/0/FileStore/StrategicEconomicPlan/TVB%20SEP%20-%20Strategy.pdf>



Matt Davey
Head of Highways and Transport
Wokingham Borough Council
P.O. Box 153
Civic Offices
Shute End
Wokingham
RG40 1WL
24th March 2016

Dear Matt

Wokingham Sustainable Travel Transition Year Revenue Competition 2016/17

The Wokingham Business Skills and Enterprise Partnership provides a key role in promoting local economic development and addressing the skill needs of local employers and individuals through partnership work. It helps ensure that local needs and priorities inform policy development and contributes towards projects that add value to local business and commerce.

The partnership is keen to promote business development, enterprise and inward investment across the local economy and effective transport links are an essential part of delivering this. We are therefore fully supportive of all the elements contained in the council's 2016 Sustainable Travel Fund bid as its development has helped to support sustainable travel to places of work as well as enhancing the economic well-being and quality of life for all Wokingham residents.

We have seen the cumulative effects of past work undertaken by the council and the My Journey Wokingham team in promoting and developing sustainable transport information regarding access to businesses and employment areas. This has demonstrated that sustainable transport measures can promote growth and have a positive effect on economic growth by removing cars journeys from the network and in particular the A329 corridor.

The partnership very much looks forward to working with the My Journey Wokingham team again to deliver sustainable supported travel over the course of 2016/17.

Yours sincerely,

Beverley Graves
Joint Managing Director, Central Berkshire Education Business Partnership
Chair, Wokingham Business Skills and Enterprise Partnership



Reading
Borough Council
Working better with you

Alison Bell
Director of Environment and
Neighbourhood Services

Civic Offices, Bridge Street
Reading, RG1 2LU

☎ 0118 937 3787

Wokingham Borough Council
FAO: Matt Davey
P.O. Box 153
Civic Offices
Shute End
Wokingham
RG40 1WL

Our Ref:
Your Ref:

Direct: ☎ 0118 937 4881
e-mail: emma.baker@reading.gov.uk

24th March 2016

Your contact is: Emma Baker

Dear Matt,

Wokingham Sustainable Travel Transition Year Revenue Competition 2016/17

Reading Borough council would like to express support for Wokingham Borough Council's £0.452m Sustainable Travel Transition Year Revenue bid. Wokingham's bid provides a significant opportunity to strengthen arrangements between the two local authorities to address travel choice and sustainable transport across the wider travel to work areas.

The vitality and success of Reading has attracted significant investment from business retails and cultural sectors and the town serves a catchment that extends far beyond the boroughs administrative boundaries. The population in the wider urban area is over 280,000 making the delivery of sustainable travel and smarter choices important to our continued economic vitality.

The previous rounds of LSTF funding have allowed the authorities to work more closely than ever, delivering two new Park and Rides sites on the A33 next to M4 Junction 11 and on the A329 close to M4 junction 10. Local Growth Fund allocations are allowing the two authorities to develop the Thames Valley Park and Ride scheme and the much needed Eastern MRT link. Capital works, such as these, need to be complimented by promotional activities and Wokingham's Sustainable Travel Transition fund bid will enable this.

Reading Borough Council looks forward to continuing to work closely with Wokingham on a range of transport schemes so that those investments are able to deliver real and lasting benefits for the whole economic area.

Yours sincerely,

Emma Baker
Reading Borough Council

Matt Davey
Head of Highways and Transport
Wokingham Borough Council
P.O. Box 153
Civic Offices
Shute End
Wokingham
RG40 1WL
21st March 2017

Dear Matt

CONTINUED SUPPORT FOR MY JOURNEY WOKINGHAM

Elevate Wokingham will be pleased to be working with the My Journey Wokingham team again, as transport and getting to places can be a real barrier to young people being able to achieve their full potential. Wokingham Borough and the surrounding area is very fortunate to have a good selection of employment opportunities and training places available to ensure that young people succeed, however this does not mean that achieving success can be taken for granted. We know the journey into employment or training can be challenging. That's why working with the My Journey Wokingham project has been so beneficial.

The My Journey team make travel to businesses, training providers, and voluntary sector organisations straight forward and have the tools to help young people overcome the travel barrier. Together we've pooled our knowledge together to provide transport information with useful information, advice and support about getting into work, training or further education. Should your revenue bid be successful we look forward to strengthening ties and developing new initiatives.

Yours Sincerely

Via Email

Rhian Hayes
Project Director



Matt Davey
Head of Highways and Transport
Wokingham Borough Council
P.O. Box 153
Civic Offices
Shute End
Wokingham
RG40 1WL
16 March 2017

Dear Matt

Sustainable Travel Transition Year Revenue Competition 2016/17

Intelligent Health is happy to support Wokingham Borough's bid to the DfT's Sustainable Travel Transition Year Revenue Competition 2016/17. Intelligent Health have developed a product named 'Beat the Street' which is a walking challenge, embraced by community groups and actively encourages walking through a competition. Beat the Street has overarching health benefits and was initially developed as a project to get people to be more active, however Beat the Street has been adopted by promoters of sustainable transport interventions. The project has a LSTF development legacy, with the roots of the project being delivered in Caversham in Reading Borough during the first years of the LSTF programme.

Beat the Street has since been delivered in Wokingham Borough as part of a wider package of sustainable transport measures branded as My Journey Wokingham. The Council are keen to use the 'Beat the Street' programme to integrate new housing development with existing homes by encouraging new residents to get out and explore their neighbourhoods, thereby understanding just how quick and easy it is to walk to schools, shops or places of work.

It is hoped that the Beat the Street scheme can be delivered in Wokingham Borough through the My Journey Wokingham project to help integrate the 13,000 new homes that are to be built in the next 10 years. If the package of measures you are proposing are successful in securing DfT funding, then we look forward to working with the Council to develop your bid around the new homes and development that are coming forward along the A329 corridor.

Yours sincerely,



Dr William Bird

Tel: 0118 9088293
Email: darrell.gale@wokingham.gov.uk
Date: 29th March 2016



**WOKINGHAM
BOROUGH COUNCIL**

Wokingham Borough Council
PO Box 152
Shute End
Wokingham RG40 1WJ
Fax: 0118 919 5178
Minicom No: 0118 974 6991
DX: 33506 - Wokingham

Dear Matt

Sustainable Travel Transition year Revenue Competition 2016/17

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 are already a significant cost to the health service and local social care teams and the increase in obesity can be directly linked to increase car usage. 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 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 in this round of funding are inclusive of residents of all ages and will go some way to encouraging increased levels of physical activity.

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 a successful DfT funded sustainable travel programme.

Yours sincerely

Darrell Gale
Consultant in Public Health
Wokingham Borough Council

Matt Davey
Head of Highways and Transport
Wokingham Borough Council
Civic Offices
Shute End
Wokingham
RG40 1BN

04 March 2016

Dear Matt

Sustainable Travel Transition Year Revenue Competition, 2016 to 2017

Sustrans is pleased to support Wokingham Borough Council's proposed bid to the Sustainable Travel Transition Year Revenue Competition, which we feel meets the key criteria for the fund. We have a long history of successful partnership working with the Council, developing the National Cycle Network, supporting volunteer rangers and jointly working on Wokingham's My Journey programme.

If you were successful in securing additional funding, I can confirm that Sustrans is willing and able to continue to work with Wokingham Borough Council. We believe that our current smarter choices projects have been successful and there is certainly demand for our services in local communities.

Yours sincerely,



Sarah Leeming
Smarter Choices Programme Manager, England South

Matt Davey Head of Highways & Transport
Wokingham Borough Council
Shute End
Wokingham
Berkshire
RG40 1BN



22nd March 2016

Dear Matt,

Sustainable Travel Transition year Revenue Competition 2016/17

Thames Valley Park (TVP) is a modern business park located in Wokingham Borough at the north end of the A329 corridor. The business park is home to some of the UK's major employers business such as BG Group, Oracle Corporation and Microsoft.

In May 2010 key business located at TVP adopted a committed partnership approach to prepare a comprehensive site-wide Travel Plan. The site wide plan was required to reduce the impact on the business park of an estimated 100,000,000 kilometres of car based vehicle journeys generated over the course of each year as a direct result of employees commuting to and from TVP. In November 2010 the scheme was officially launched to all occupiers on the business park and a Transport Steering Group set up.

The businesses located at TVP are aware of the benefits that can accrue by developing a sustainable and progressive attitude towards travel. Supported by Wokingham Borough Council and other partners, the TVP Transport Steering Group have developed a very successful park wide travel plan aimed at:

- Reducing the pressure for on-site car parking at Thames Valley Park
- Increasing the use of sustainable modes of transport
- Supporting company's Corporate Social Responsibility and environmental objectives
- Providing financial savings for both individual companies and their employees.

Business located at TVP though the steering group have worked with the Wokingham Borough and Reading Borough councils to deliver sustainable transport projects, such as My Journey Wokingham. Businesses on the park have benefited from wider travel promotional activities such as the cycle challenges or through direct marketing of travel initiatives through the onsite travel advisers. We have worked with the council to develop a bespoke App which support use of the bus into the park, the bus from Reading station to the park carries over a million passengers per year. The App has been given to employees free of charge.

We look forward to working with the Thames Valley Local Economic Partnership in the years to come supported by Wokingham and Reading Borough councils to deliver and improve all transport links into the park. New infrastructure such as the Thames Valley Park and Ride and possible development of a link road to greatly improved Reading station will further cement the long term economic success of business located at Thames Valley Park.

Yours sincerely

Tristian Blaine
Acting CHAIR - TVP Transport Steering Group
(Oracle)

A handwritten signature in blue ink, appearing to read "T. Blaine", written over a light blue horizontal line.

Appendix B

Scheme Impact Pro Forms

Sustainable Travel Transition Year 16/17 - Schemes Impact Pro Forma

For cycling/walking elements of your bid, please provide the following evidence - if available

Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Appraisal Summary).
Description of infrastructure/facilities: Targeted package of active travel promotional initiatives.	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.	B1, B2 and economic appraisal summary note
Route length (km)	n/a	n/a	Not quantified as route does not change in length.
Average trip length (km)	5km for Cycling and 1.13km for Walking	5km 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-model-comparisons Table nts0306.
Average cycling speed (kph)	16	16	A Value of 16kmph 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 - 1,368, Pedestrians 3,712	Cyclists - 1,641, Pedestrians 4,454	Base data has been taken from pedestrian and cycle counts along the A329 Corridor.
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.

If you are expecting your project to reduce car travel, please provide the following information			
Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Appraisal Summary).
Traffic levels (Vehicle km) in the affected area	Not Quantified	Not Quantified	N/A
Traffic levels (Vehicle hours) in the affected area	Not Quantified	Not Quantified	
Average Speed in the Morning Peak	Not Quantified	Not Quantified	
Mode share (in person trips)			
Car Driver			
Car Passenger			
Bus passenger			
Rail Passenger			
Cyclist			
Walking			

For Bus elements of your bid please fill in the following table			
Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Appraisal Summary).
Annual number of passenger trips	Not Quantified	Not Quantified	N/A
Average trip distance (km)	Not Quantified	Not Quantified	
Total bus kilometres travelled (km), only change if 'with' scheme includes new bus services	Not Quantified	Not Quantified	
Average wait time (mins)	Not Quantified	Not Quantified	
Average fare per trip (£)	Not Quantified	Not Quantified	
Average in-vehicle time (mins)	Not Quantified	Not Quantified	
E.g. provision of Real time information at bus stops/through a website, announcements of next stop on board/CCTV at stops/on boards, improved bus shelters. Or increased frequency - impact on wait time / Bus priority - impact on travel time			
Description of your intervention			

Appendix C

Economic Appraisal Summary Note

MEMO

TO: Department for Transport
FROM: Wokingham Borough Council
SUBJECT: STTY Bid – Economic Appraisal Summary Note
DATE: 29 March 2016

1. Background

Wokingham Borough Council has prepared an economic appraisal summary note in support of a bid for Sustainable Travel Transition Year funding from the Department for Transport. The bid package includes four elements – a Workplace Cycling and Walking Challenge, Personal Travel Planning, Beat the Street Cycling and Walking promotion and an Active Travel Officer.

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 report¹ 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 £452,000, of which £390,000 is requested from the Sustainable Travel Transition Fund and £62,000 is provided as local match revenue funding from the council's Integrated Transport Block fund.

3.2. Appraisal Period

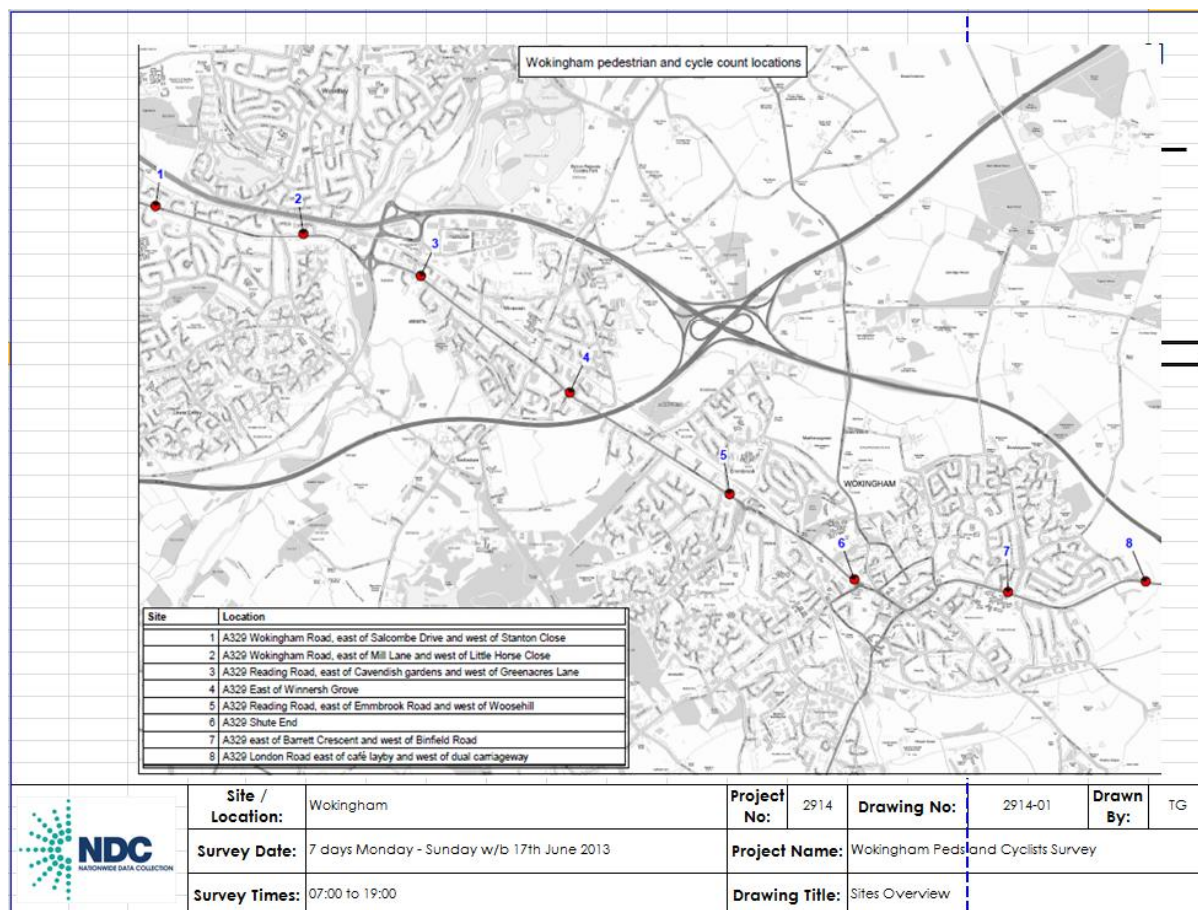
Costs and benefits have been appraised over a twenty year period. All benefits are discounted to 2010 and reported in 2010 prices, consistent with DfT guidance.

3.3. Journeys

Seven day pedestrian and cyclists counts have been collected from seven sites along the A329 corridor in Wokingham Borough, shown in Figure 1.

¹https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/416826/cycling-and-walking-business-case-summary.pdf

Figure 1 Pedestrian and cycle count locations (Wokingham Borough)



The weekday total has been divided by five to create an average daily flow and to reduce the impact of double counting. As the sites are located approximately 1km apart, cycling flows have been reduced by 50%. This creates a robust baseline scenario in which the proposals can be assessed.

Table 1 Calculation of daily trip flows

	PEDESTRIANS	CYCLISTS
2015 combined weekday flow from 8 sites	20,623	15,566
Weekly to Daily (/5)	4,125	3,113
Cyclist reduction by 50% to account for double counting.	*	1,557

*No discounting of pedestrian flows are proposed as sites are located approximately 1km apart which, based on an average trip length of 1.13km for walking trips this is unlikely to create a significant level of double counting.

3.4. Do Something Scenario

A 20% increase in cycling levels has been assumed based upon evidence from the Sustainable Travel Towns projects² where an average 27% increase in cycling was recorded over the programme and attributable evidence from package measures below.

- Workplace Challenge: An increase in cycling levels is detailed within 'Soft Measures, Hard facts'³. 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.
- Personalised Journey Planning: Our previous project evaluations in Wokingham Borough show a reduction in single occupancy car travel of 6% for journeys to work at least once a week was achieved with corresponding increases cycling of 8% (Walking 15% and PT 8%).
- Active travel officer, an active travel officer will deliver a wide range of initiative's and help support the other interventions under the MyJourney banner.

A 20% increase in walking levels has been assumed based upon:

- Beat the Street, 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.
- Workplace Challenge, 'Soft Measures, Hard facts' highlights a case study of a walking to work initiative that could be run as part of a challenge in which 25% of the initial target group, who were contemplating or preparing to actively commute at baseline, were regularly walking to work one year later.
- Personalised Journey Planning, Our previous project evaluations show a reduction in single occupancy car travel of 6% for journeys to work at least once a week was achieved with corresponding increases in walking, of 15%.
- Active travel officer, an active travel officer will deliver a wide range of initiative's and help support the other interventions under the MyJourney banner.

3.5. Cycle Speeds

Due to the presence of both off road and on road cycle routes along the A329 Corridor 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, no journey quality impacts are expected.

² <http://webarchive.nationalarchives.gov.uk/20110407094607/http://www.dft.gov.uk/cyclingengland/site/wp-content/uploads/2010/03/analysis-and-synthesis-report.pdf>

³ http://www.sthc.co.uk/Documents/DoH_Soft_Measures_Hard_Facts.pdf

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 My Journey Programme, whereby the council is targeting additional longer term funding to be secured through new residential development in the borough and investment planned in physical works along the A329 corridor arising from Local Growth Funding.

3.8. Background Growth

A rate of 0.06% 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 has 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 Network⁴ 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;

⁴ <http://tourisminsights.info/ONLINEPUB/ONLINEP/PDFS/SUSTRAN/SUSTRANS%20-%20NCN%20MONITORING%20REPORT%202003.pdf>

- Decongestion; and
- Indirect taxation.

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

Table 2 Active Mode Appraisal Toolkit tests

DECAY RATE AMCB

10	<p>Analysis of Monetised Costs and Benefits (in £'000)</p> <table> <tr><td>Noise</td><td>2.46</td></tr> <tr><td>Local Air Quality</td><td>0.00</td></tr> <tr><td>Greenhouse Gases</td><td>8.66</td></tr> <tr><td>Journey Quality</td><td>0.00</td></tr> <tr><td>Physical Activity (incl. absenteeism)</td><td>3040.54</td></tr> <tr><td>Accidents</td><td>37.91</td></tr> <tr><td>Decongestion</td><td>150.86</td></tr> <tr><td>Indirect taxation</td><td>-48.44</td></tr> <tr><td>Private contribution</td><td>-51.89</td></tr> <tr><td>Present Value of Benefits (PVB)</td><td>3140.10</td></tr> <tr><td>Present Value of Costs (PVC)</td><td>381.92</td></tr> <tr><td>Benefit Cost Ratio (BCR)</td><td>8.22</td></tr> </table> <p>Benefits by type</p> <p>■ Mode Shift ■ Health ■ Journey Quality</p>	Noise	2.46	Local Air Quality	0.00	Greenhouse Gases	8.66	Journey Quality	0.00	Physical Activity (incl. absenteeism)	3040.54	Accidents	37.91	Decongestion	150.86	Indirect taxation	-48.44	Private contribution	-51.89	Present Value of Benefits (PVB)	3140.10	Present Value of Costs (PVC)	381.92	Benefit Cost Ratio (BCR)	8.22
Noise	2.46																								
Local Air Quality	0.00																								
Greenhouse Gases	8.66																								
Journey Quality	0.00																								
Physical Activity (incl. absenteeism)	3040.54																								
Accidents	37.91																								
Decongestion	150.86																								
Indirect taxation	-48.44																								
Private contribution	-51.89																								
Present Value of Benefits (PVB)	3140.10																								
Present Value of Costs (PVC)	381.92																								
Benefit Cost Ratio (BCR)	8.22																								
20 (central case)	<p>Analysis of Monetised Costs and Benefits (in £'000)</p> <table> <tr><td>Noise</td><td>1.50</td></tr> <tr><td>Local Air Quality</td><td>0.00</td></tr> <tr><td>Greenhouse Gases</td><td>5.74</td></tr> <tr><td>Journey Quality</td><td>0.00</td></tr> <tr><td>Physical Activity (incl. absenteeism)</td><td>1637.68</td></tr> <tr><td>Accidents</td><td>23.93</td></tr> <tr><td>Decongestion</td><td>92.09</td></tr> <tr><td>Indirect taxation</td><td>-33.26</td></tr> <tr><td>Private contribution</td><td>-51.89</td></tr> <tr><td>Present Value of Benefits (PVB)</td><td>1675.79</td></tr> <tr><td>Present Value of Costs (PVC)</td><td>382.40</td></tr> <tr><td>Benefit Cost Ratio (BCR)</td><td>4.38</td></tr> </table> <p>Benefits by type</p> <p>■ Mode Shift ■ Health ■ Journey Quality</p>	Noise	1.50	Local Air Quality	0.00	Greenhouse Gases	5.74	Journey Quality	0.00	Physical Activity (incl. absenteeism)	1637.68	Accidents	23.93	Decongestion	92.09	Indirect taxation	-33.26	Private contribution	-51.89	Present Value of Benefits (PVB)	1675.79	Present Value of Costs (PVC)	382.40	Benefit Cost Ratio (BCR)	4.38
Noise	1.50																								
Local Air Quality	0.00																								
Greenhouse Gases	5.74																								
Journey Quality	0.00																								
Physical Activity (incl. absenteeism)	1637.68																								
Accidents	23.93																								
Decongestion	92.09																								
Indirect taxation	-33.26																								
Private contribution	-51.89																								
Present Value of Benefits (PVB)	1675.79																								
Present Value of Costs (PVC)	382.40																								
Benefit Cost Ratio (BCR)	4.38																								
33	<p>Analysis of Monetised Costs and Benefits (in £'000)</p> <table> <tr><td>Noise</td><td>1.01</td></tr> <tr><td>Local Air Quality</td><td>0.00</td></tr> <tr><td>Greenhouse Gases</td><td>4.16</td></tr> <tr><td>Journey Quality</td><td>0.00</td></tr> <tr><td>Physical Activity (incl. absenteeism)</td><td>332.68</td></tr> <tr><td>Accidents</td><td>16.66</td></tr> <tr><td>Decongestion</td><td>62.48</td></tr> <tr><td>Indirect taxation</td><td>-24.50</td></tr> <tr><td>Private contribution</td><td>-51.89</td></tr> <tr><td>Present Value of Benefits (PVB)</td><td>340.61</td></tr> <tr><td>Present Value of Costs (PVC)</td><td>382.62</td></tr> <tr><td>Benefit Cost Ratio (BCR)</td><td>2.46</td></tr> </table> <p>Benefits by type</p> <p>■ Mode Shift ■ Health ■ Journey Quality</p>	Noise	1.01	Local Air Quality	0.00	Greenhouse Gases	4.16	Journey Quality	0.00	Physical Activity (incl. absenteeism)	332.68	Accidents	16.66	Decongestion	62.48	Indirect taxation	-24.50	Private contribution	-51.89	Present Value of Benefits (PVB)	340.61	Present Value of Costs (PVC)	382.62	Benefit Cost Ratio (BCR)	2.46
Noise	1.01																								
Local Air Quality	0.00																								
Greenhouse Gases	4.16																								
Journey Quality	0.00																								
Physical Activity (incl. absenteeism)	332.68																								
Accidents	16.66																								
Decongestion	62.48																								
Indirect taxation	-24.50																								
Private contribution	-51.89																								
Present Value of Benefits (PVB)	340.61																								
Present Value of Costs (PVC)	382.62																								
Benefit Cost Ratio (BCR)	2.46																								

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

IMPACTS		KEY IMPACTS	QUALITATIVE ASSESSMENT
Economy	Business users & transport providers	A possible decrease in traffic congestion may occur on the A329 and adjoining roads as more people are undertaking journeys by bike or on foot.	Moderate Beneficial
	Reliability impact on Business users	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.	Slight beneficial
	Regeneration	An increase in walking and cycling may encourage increased economic activity through increased footfall in the town centre area.	Moderate Beneficial
	Wider Impacts	The project is anticipated to have wider economic benefits. The successful promotion of walking and cycling results in increased pedestrian and cyclist activity.	Moderate Beneficial
Environment	Noise	There will be a slight improvement in noise levels as a result of modal shift and a reduction in traffic congestion.	Neutral
	Air Quality	An AQMA exists along the M4 corridor in Wokingham. The A329 cycle route passes underneath the M4. The promotion of walking and cycling could have a small positive impact.	Slight beneficial
	Greenhouse gases	There will be a slight improvement in greenhouse gases as a result of possible mode shift and a reduction in traffic congestion.	Slight beneficial
	Landscape; Townscape; Historic Environment; Biodiversity; and Water Environment.	The schemes will not impact upon these environmental issues.	Neutral
Social	Commuting and Other users.	The primary benefits will be to pedestrian and cyclists. The scheme will improve the viability and attractiveness of commuting by cycle or on foot.	Moderate beneficial
	Reliability impact on Commuting and Other users	There will be a slight improvement in journey time reliability for all road users as the transport network becomes less congested.	Slight beneficial
	Physical activity	Physical activity and health will be improved through the promotion of walking and cycling.	Large beneficial
	Journey quality	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.	Slight beneficial

IMPACTS		KEY IMPACTS	QUALITATIVE ASSESSMENT
	Accidents	Benefits will accrue due to a reduction in vehicle journeys.	Slight beneficial
	Security	The scheme would have a positive impact on the perception of crime and security of pedestrians and cyclists.	Slight beneficial
	Access to services	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	Slight beneficial
	Affordability	There will be no direct impact or change on the affordability of walking or cycling	Neutral
	Severance	The promotion of walking and cycling can help break down perceived barriers to travel by highlighting previously unknown options to users.	Slight beneficial

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 local 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 document⁵. Based on a full programme spend the Total employment impact per year during implementation is 4.6 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 and presenteeism, 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 PTP and Active Travel officer elements will also promote local buses and train services, providing additional benefits to the A329 corridor and supporting a key SEP objective of linking residential areas to, mainline railway stations, employment, leisure, learning and retail centres.

⁵ https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/417702/lstf-employment_impacts.pdf

6. Unlocking Housing Development – The proposals target specific areas close to planned development. Targeting these specific areas which are adjacent to SDLs identified in the SEP presents an opportunity to influence existing travel behaviour by promoting good quality alternatives to travelling by car. This in turn supports the potential to unlock future housing development in the borough, in line with the planned capital investment, through driving a change in the culture of local travel to mitigate adverse traffic impacts on existing communities.

5. Conclusion

5.1. Value for Money Statement

This economic appraisal has provided details of the benefits attributable to the Wokingham Sustainable Travel Transition Year bid package for the following:

- Active Mode Appraisal

The total benefits are shown in **Table 2 (Central Case)** and equate to £1,675,790.

The project costs are estimated to be £382,400 which presents **a benefit cost ratio of 4.38** (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.
- 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.

