



Local Sustainable Transport Fund 15/16 Revenue Application Form

Applicant Information

Local transport authority name(s):

Wokingham Borough Council

Participating local transport authorities: Buckinghamshire County Council, Hertfordshire County Council, Oxfordshire County Council

Bid Manager Name and position:

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When authorities submit a bid for funding to the Department, as part of the Government's commitment to greater openness in the public sector under the Freedom of Information Act 2000 and the Environmental Information Regulations 2004, they must also publish a version excluding any commercially sensitive information on their own website within two working days of submitting the final bid to the Department. The Department reserves the right to deem the business case as non-compliant if this is not adhered to.

SECTION A - Project description and funding profile

A1. Project name: Cycle Chilterns

A2. Headline description:

The ambitious Cycle Chilterns project sets out to promote a single sustainable transport approach to address some of the challenges currently faced by the Chilterns Area of Outstanding Natural Beauty (AONB) including higher than average car usage, rising traffic levels, increased congestion at honeypot sites and lack of high quality cycling links. Tightly focussed interventions based around creating rail and cycle tourism hubs will be used to increase low carbon growth in the visitor economy.

An extension to project funding will allow schemes to reach their full potential and effect long term behavioural change and switch to sustainable modes of transport. Additionally, two more gateway towns will be included to widen the area of the project's impact, creating further growth opportunities and a more cohesive cycling network throughout the Chilterns. The packages used support the aims of the Strategic Economic Plans (SEP) and Local Transport Plans (LTP) covering the area. A £0.4 million investment will return over £1.1 million in economic growth during 2015/16.

A3. Geographical area:

The Chilterns Area of Outstanding Natural Beauty begins in Oxfordshire in the Thames Valley and stretches north-east through Buckinghamshire and Bedfordshire to Hitchin in Hertfordshire. Much of its southern edge is the River Thames which forms a natural corridor and barrier. This project includes the AONB itself and the surrounding local authorities, gateway towns and principal transport corridors into and out of the AONB.

The Chilterns is one of the most heavily visited landscapes in the UK; 100,000 people live within the physical boundaries of the AONB but over a million people live close to its boundary in major towns including High Wycombe, Luton, Dunstable, Hitchin and Reading. A further 10 million people live within a one hour travelling time. It has higher visitor numbers than most national parks.

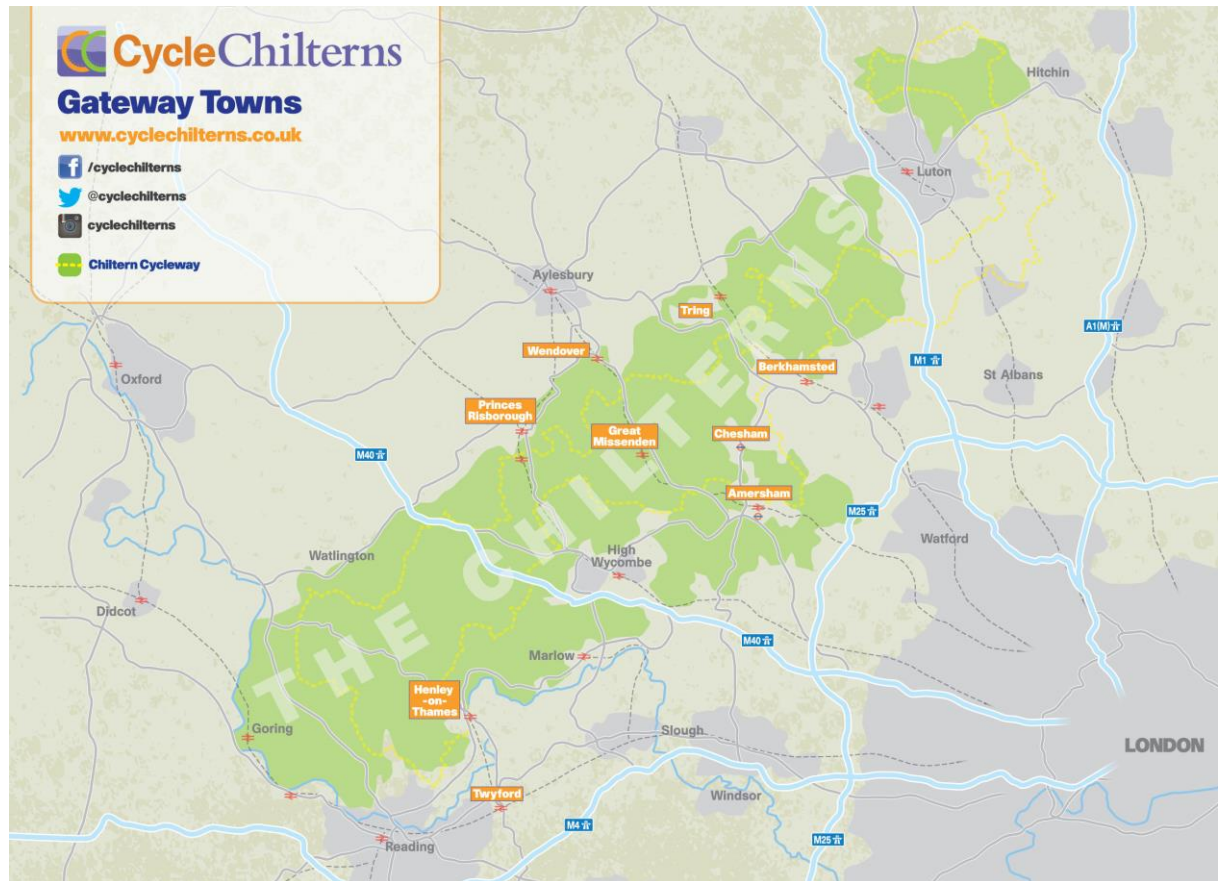
Whilst the AONB itself is not expected to see significant housing growth, the area lies between several major growth areas which will see significant development of both business and housing. These include Aylesbury Vale, Luton and Dunstable, Bedfordshire, Milton Keynes and adjacent parts of Hertfordshire. All of these will add significant car use in the AONB with congestion expected to rise by 30% by 2025 (D2D report June 2011). High Speed Rail 2 will pass through the AONB with significant pressures during its construction.

Our project will continue to target three Gateway areas:

- 1) South: Twyford, Henley on Thames
- 2) Central: Great Misenden, Chesham, Amersham
- 3) North: Tring, Berkhamsted

Two new towns, Wendover and Princes Risborough in Buckinghamshire, will now form a North-West Gateway area and are included in due to their shared traits with the existing towns and the potential for the current set of initiatives to have similar impacts.

The gateways are major points of entry to the area linked by main roads and rail stations; a wide range of visitor attractions are also easily accessible. Strong links between the project and local businesses and organisations in these Gateways has shown a great deal of support for car-free tourism initiatives and they are keen to continue promoting multi-modal opportunities. Each market town has active community groups working with the current project and local authorities to increase sustainable transport opportunities. These groups provide valuable local knowledge, suggestions for improvements and volunteer support.



A4. Total package cost (£m): £0.4

A5. Total DfT revenue funding contribution sought (£m): £0.25

A6. Local contribution (£m): £0.15

A7. Equality Analysis

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

Yes (see Appendix C)

A8. Partnership bodies:

Administrative Arrangements

Formal agreements will be put in place between Wokingham Borough Council, the Chilterns Conservation Board and CTC and between these lead bodies and all the participating partners. These will be modified to recognise any Departmental terms and conditions associated with the grant funding.

Delivery and design arrangements

CTC are the delivery partners and are responsible for all of the delivery and reporting elements of the programme. The Chilterns Conservation Board will assist CTC in the local implementation. The partners have confirmed their willingness to participate as delivery partners, heads of agreement have been drafted for the proposal to be implemented immediately.

Partners and supporters

Chilterns Conservation Board is the managing board of the Chilterns AONB. CCB will host the project at their offices in Chinnor. Cycle Chilterns has been heavily integrated into the 2014-19 Management Plan for the Chilterns AONB and its implementation by a wide range of organisations, including local authorities, government agencies, community groups and landowners.

CTC will provide the expertise in delivering cycling based interventions for communities based on current delivery of the project and national schemes such as Bike Club, Community Clubs and Inclusive Cycling. CTC's managers will deliver this programme as part of the national cycling development team of CTC.

The local highway authorities support the Cycle Chilterns project. Their work supports the practical day to day infrastructure for this project and its integration with other relevant transport and sustainability programmes.

Train Operating Companies are supporting the bid because it can substantially improve use of the off peak rail network for leisure use. It also addresses significant congestion around stations. The most important contribution of the rail operators will continue to be to market the alternative transport choices to over 8 million regular trips from the areas targeted in the bid and millions of passengers using the three supporting TOCs.

Local businesses, economic development agencies, towns and chambers of commerce support the bid for its economic potential and will bring a wide range of business content to the Cyclists' Welcome package.

A9. Local Enterprise Partnership:

There are four separate Local Enterprise Partnerships (LEP) covering the area of the project: Thames Valley Berkshire LEP, Buckinghamshire & Thames Valley LEP, Hertfordshire LEP, and Oxfordshire LEP. A letter of support has been received from each of these, demonstrating the ability of the project to bring together a number of organisations to work in partnership to achieve a shared set of goals in the Chilterns area.

The combined support of all the LEPs involved emphasises the importance of the project's objectives in line with the various Strategic Economic Plans. It also shows the belief in this challenging and innovative project to produce the desired outcomes based on previous successes delivered by the Cycle Chilterns LSTF project.

A common objective across all of the SEPs is to develop the links between mainline railway stations and major residential, leisure and employment areas. (BTV SEP 6.5.2.67) The packages presented involve revenue schemes directly aimed at improving and promoting these links and supporting this objective.

TVB LEP – Package D-III: *“We are also promoting active transport and encouraging more sustainable transport (e.g. through car sharing) to ease pressures on the transport network. These connectivity improvements are prioritised through the Local Transport Body.”*

In addition, while creating an integrated transport network with excellent multi-modal connectivity between areas of housing and economic growth, a key transport objective of the BTV LEP is to maintain a high quality of life and natural environment by promoting low carbon, innovative travel solutions. (BTV SEP 6.5.2.51)

A letter of support is included in Appendix A from the following LEPs:

Thames Valley Berkshire LEP

Buckinghamshire & Thames Valley LEP

Hertfordshire LEP

Oxfordshire LEP

SECTION B – The Business Case

B1. The Scheme - Summary

The bid aims to maximise the awareness of the increased cycling opportunities in the Chilterns to achieve economic growth and reduce transport, congestion and air quality issues. The packages closely align with current SEP, LTP and Chilterns Conservation Board Management Plan objectives across the area and will enable long term sustainable transport choices.

Work undertaken has been grouped into 5 packages across the gateways, using a wide variety of relatively simple but effective interventions derived from the *'Enabling Behaviour Change Toolkit'*. Based on a proven track record of successes within the LSTF project we intend to expand a number of these schemes into different Gateway towns. We will also further develop some of the packages that have not been able to achieve their full potential within the current project.

Package 1: Integrating rail and bike as a coherent network, providing itineraries, content, special offers and promotions that link both modes.

Two of the gateway town stations have cycle infrastructure improvements in progress using LSTF and Train Operating Company (TOC) funding partnerships; improvements will be made at other gateway stations during 2014/15. Waymarked cycle routes from the stations are also being improved. Further funding will allow continued promotion of the new infrastructure and maximise usage and awareness through production of promotional materials.

Combined travel package offers with local cycle hire providers will be created, linking rail travel into the area with easy cycle hire. The TOCs involved have committed resources to help market and promote all of these additional cycling opportunities to their 20 million regular customers.

This package supports the common SEP objectives to develop the links between mainline railways stations and residential, leisure and tourism areas.

Package 2: Cycle Tourism Growth. To work with the tourism and leisure sector to support sustainable travel behaviours and the economic potential of non-motorised travellers.

A large scale expansion of the number, variety and types of cycling itineraries, routes and guides available online and at an increased number of outlets will provide greater choice for visitors. The distribution network will be extended across the area and beyond through tourist information centres and leisure and tourism sector outlets. Road and off-road routes will be developed.

The 180 accommodation providers close to the **Chilterns Cycleway** will be made aware of the online resources available to them, including details of cycle hire and electric bike hire providers, cycle friendly places to visit and online route maps, to pass on to their guests. Short-break packages with accommodation and cycle/electric bike hire included will also be promoted.

Tourism businesses can help modal shift by encouraging visitors to use less polluting travel options. The travel information given to customers can influence them to make their journeys with lesser impact. Sustainable travel options introduce customers to new experiences and positive lifestyle choices. These measures will help reduce some of the 16 million annual trips of less than 5 miles made by car in the Chilterns AONB.

Cyclists Welcome Business Development Plan

The **CTC's Cyclists Welcome** scheme will be re-launched in April 2014 with an improved membership offer and updated website with increased functionality. The scheme is a nationwide online directory of cycle friendly businesses including cafes, refreshment stops, accommodation providers, attractions, bike shops and bike hire outlets. There is significant opportunity to increase the number of Chilterns businesses signed up to this scheme.

Cycle Chilterns has funded the development of the new Cyclists Welcome website with the CTC and will subsidise a first year membership offer for businesses in the Chilterns. Working in partnership with local economic development partners we will produce an education campaign and offer advice about improving their facilities for cyclists and attracting cycle tourism.

Funding will be used to produce marketing material for the use of businesses that will then be made available online beyond the project via the CCB. There is strong support for this package via the Chilterns Tourism Network and Tring Together as well as other local Tourism partnerships and Chambers of Commerce.

Economic growth is a key objective for all the SEPs and this package will help stimulate sustainable economic growth in the tourism sector and a move towards a low carbon visitor economy.

Package 3: Encourage behaviour change through sampling. Provide an extensive CTC behaviour change package aimed at local residents to change commuting and leisure behaviour. Make it attractive for visitors to cycle for part of their holiday, and give easy access to a bicycle, including a network of electric-assisted bicycles.

Specific individual activities with a proven record of success including 'Doctor Bike' sessions, Cyclists Breakfasts, incentivized rides, Bikeability training and off-road skills training will continue and be expanded to the new gateways. Cycle hire and electric bike hire hubs set up in 2014/15 will also expand their activities and the network of hire providers will increase.

Community Clubs are a package of measures designed to work with existing groups or organisations to encourage them to cycle as part of their daily routine. CTC's development officer works with businesses, local authorities, community groups, property managers, landowners and schools. Community Cycle Clubs increase cycle use and deliver tailored cycling activities to suit the needs of community groups in an inclusive manner. They've delivered a proven increase in physical activity, better health for young people, better social cohesion and improved mental and physical health. A project in Blackpool established 20 clubs and reached 900 young people (across a broad spectrum of society) – over four years across England the CTC have actively engaged with over 60,000 such beneficiaries. 4 new Community Clubs will be created in areas where existing cycling groups do not exist.

A Ride Leader Training course trial with a local cycling group based in South Buckinghamshire, creating 5 newly qualified ride leaders, has led to a 50% increase in the number of led rides offered by the group across the Chilterns and a 10% increase in ride attendance and club membership. 20 new ride leaders will be trained from four more local cycling groups. Promotion of club activities through the project also increases awareness and ride attendance and offers a service most club volunteers do not have time for.

A report from the National Institute for Health and Clinical Excellence (Public Health Guidance 41, 2012) states that small increases in physical activity are strongly positively linked with reduced risks

of heart disease, strokes and obesity. It also suggests there are social, environmental and economic benefits to an increase in levels of cycling and a decrease in car use.

Funding will be used to provide these activities to the community for free. Around 9,000 participants will be engaged across the Chilterns.

Package 4: Sustainable Travel Information Scheme. Develop and co-ordinate wider visitor and commuter information relating to sustainable leisure transport, especially cycling, walking and rail.

Extensive promotion of newly developed facilities, routes and cycling activities to the 8 million rail passengers through established TOC channels. Information boards, leaflets and route maps provided at gateway rail stations.

This package, combined with Package 1, will facilitate a switch of around 13,000 commuter trips from car use to bike. Estimates by SQW research suggest that returning the number of trips to the 1995 level could produce a cost saving of around £500 million.

Package 5: Develop a wider awareness campaign to give visitors confidence that there are choices available to them that do not require a car for internal trips, including substantial marketing campaigns outside the Chilterns.

Marketing and Promotion



Cycle Chilterns is rapidly developing as a brand and now has a large library of marketing and promotional resources available, distributed via a variety of established methods

and channels of communication. Partnership material has also been produced with information being added to third party literature including the Dacorum Look No Further tourism campaign and the Canal and River Trust waterways maps. An active website, (www.cyclechilterns.co.uk) e-newsletter, Twitter, Facebook and Instagram feeds have grown rapidly.

The second phase is to build marketing momentum through campaigns focussing on key markets, in particular London and the West Midlands which are connected to the Chilterns by rail links. The boom in cycling in London has created a large community of regular cyclists, many of whom do not use or own cars. Through the national partners (CTC, Chilterns Conservation Board and National Trust) and the supporting rail operators we have the experience and capacity to build national promotional campaigns for car free travel into the Chilterns.

Promote the increased off-road and family cycling opportunities in the Chilterns

The North Downs area of Surrey attracts around 700 mountain bike users over a weekend and is a well-established, popular destination for those living in London. With similar terrain, excellent rail links with easy access to 100's of kilometres of bridleways and similar travel times, the Chilterns Hills have potential for growth. Targeted marketing through specialist publications and an increase in basic route information will raise the profile of the area to this group. Gentler family routes and car-free routes will also be promoted.

A similar campaign to highlight the excellent road riding in the Chilterns will be implemented (to tie-in with the Tour of Britain stage the project has won for September 2014 and a visit to the UK by the Tour de France); utilizing the existing infrastructure of the Chilterns Cycleway and the new links to the stations, day trip guides covering a range of cycling abilities and multi-day cycle touring routes.

B2. The Strategic Case

Based on a long term strategy for the area developed over several years by a number of key organisations the Cycle Chilterns LSTF project has successfully piloted a variety of schemes. This proposal is therefore strategic and coherent with a robust plan of further measures that specifically address the lack of transport choices associated with the existing visitor economy in the bid area and maximise the potential for growth in the visitor economy.

Summary of the Local Economy

The Chilterns visitor economy is worth £471 million per annum, despite significant transport challenges. Around 94% of the Chilterns AONB leisure and visitor economy is based on car use. This creates 53 million car trips and generates 200,000 tonnes of CO2 per annum. There is significant congestion at hot spots, pressure on parking at attractions and market towns, air quality issues and significant detriment to tranquillity, which is one of the key attractions of the local tourism economy.

The limited availability of alternative choices to the car means that the Chilterns economy misses out on a large number of potential visitors. Comparable protected landscape areas can cater for much higher proportions of non-car visitors (New Forest 13% of all visitors, South Downs 13% of day visitors and 39% of staying visitors, Lake District 13% of all visitors). This is a significant competitive disadvantage to the Chilterns economy and to social inclusion.

Non-car visitors spend more than the average visitor, increasing economic growth potential. Every 1% of additional visitors who visit this AONB are worth £4 million to the Chilterns economy, so the potential benefit of attracting non-car users at a similar level to the other protected landscapes is worth up to £61million to the AONB economy.

Rationale

The strategic indicators behind the original bid have been in place since 2008 and the project to date has implemented a range of measures needed to tackle one of the themes outlined in the Chilterns AONB Management Plan.

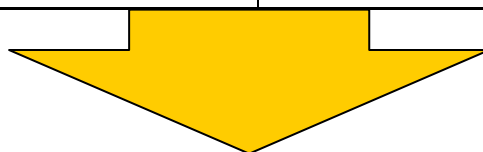
Inclusion of the project activities in the revised management plan has reinforced the considerable opportunity to promote and support combined cycle rail trips from gateways or hubs as solutions to the problems the area faces.

Below is a comprehensive summary of the key issues facing the AONB and the management policies needed to conserve this special place. Many of the cycle policies now link directly with and mention the Cycle Chilterns initiatives.

Chilterns AONB Management Plan 2014-2019

Development
 Understanding and enjoyment
 Social and economic well-being
 Climate change
 Cross-cutting themes
 Delivery Plan

National policies, departments and agencies	Local government	Stakeholders/ community	Projects, initiatives and major developments
Including <ul style="list-style-type: none"> • DEFRA • CLG • DFT • DECC • Environment Agency 	<ul style="list-style-type: none"> • 13 AONB authorities • Neighbouring authorities Policy frameworks e.g. <ul style="list-style-type: none"> • LTP • Local Development Framework • ROWIPs • Community - Inclusion • Climate Change • Air quality, noise • Health and wellbeing 	<ul style="list-style-type: none"> • Local business • Charities • Voluntary sector • Public Transport Operators • Landowners • Utilities 	Examples <ul style="list-style-type: none"> • Chilterns Cycleway • LEADER – economic development support for business diversity • High Speed 2 Rail • SE Protected landscapes promotion • TRANQIL – road safety and quiet lanes • National Cycle Network • Cycle Chilterns



Emerging shared themes linking economic development and transport

Management Policies – Understanding and Enjoyment	Problem
<ul style="list-style-type: none"> • UE4. People should be encouraged to make the most of the countryside on their doorstep. • UE5. Access links between town and country for walkers, cyclists and other recreational users should be strengthened. • UE9. The quality of welcome given to visitors, including the development of new facilities and services where appropriate, should be enhanced. • UE10 Visits to the AONB should be made using environmentally sensitive modes of transport and new provision should be encouraged. Walks and rides from railway stations should be further developed and promoted through initiatives such as Cycle Chilterns and Our Land, capitalising on the excellent rail links which can bring urban visitors directly into the Chilterns countryside • UE13. The economic contribution of all types of visitor to the local economy should be enhanced. • UE17. The use of the Chilterns Cycleway and other cycle routes as part of a regional network should be promoted. 	<ul style="list-style-type: none"> • 97% of visitor trips by car. • The rising traffic levels pose challenges for the Chilterns, in particular honeypot sites, with issues such as overflow parking and congestion. • The tranquillity of the Chilterns is under threat from increased vehicular traffic • Lack of high quality walking and cycling links from some nearby settlements to countryside sites, discouraging local people from walking or cycling rather than driving a short distance. • Car ownership in the Chilterns is amongst the highest in the country and yet 1 in 12 of households does not have access to a car. • Low visits by non-traditional visitors including the less mobile, the young, urban-based and ethnic minorities, to visit the countryside. • Many sites are quiet tucked away places with no facilities at all, including car parking.

The diagram below sets out a selection of the LTP objectives that the outlined packages complement and clearly identifies some of the joint objectives: improve health by cycling; improve connectivity; develop safe routes; work alongside rail companies.

Recent inclusions such as Hertfordshire County Councils 'Active Travel Strategy' and their 'Year of Cycling' project and ongoing support for our project from each local authority also lends more support to the importance of increasing cycling opportunities in the area. This proposal also offers reassurance that it does not impact negatively on particular groups within the community or locations outside the geographical area covered by the bid.

Local Authority LTP 3 Objectives (selected)

Wokingham	Hertfordshire	Buckinghamshire	Oxfordshire
<p>LTP objectives</p> <ul style="list-style-type: none"> - To have a resilient, safe highway network that maximises capacity for all users, enhances the economic prospects of the borough, and promotes sustainable travel - To work with partners to promote walking and cycling as a health enhancing physical activity for all of our residents through providing: <ul style="list-style-type: none"> • New cycleways integrated with the existing cycle network • Improved cycle parking at stations, businesses and schools - To promote an integrated and inclusive public transport network that provides a convenient, acceptable, reliable and affordable alternative to car travel. 	<p>Active Travel Strategy (2013)</p> <ul style="list-style-type: none"> -To increase the proportion of journeys made by walking or cycling to improve individual health, quality of life, the environment and the economy <p>Rural ROWIP/LTP</p> <ul style="list-style-type: none"> - Reduce the number of unnecessary physical barriers on the network - Promote Hertfordshire's countryside to residents and visitors - Develop appropriate and well-maintained links into the countryside for use by local people - Create and develop off-road routes linking communities with places of work, schools and other local facilities - Where the network is affected by busy transport routes work to ensure that appropriate measures are taken to improve the safety and attractiveness of the routes for users 	<p>LTP objectives</p> <ul style="list-style-type: none"> - Improve connectivity and access between key centres - Maintain or improve the reliability of journey times on key routes - Increase the proportion of people travelling by low emission modes of transport - Protect, improve and maintain the local environment - Improve health by encouraging walking and cycling - Reduce the negative impact of poor air quality - Encourage and support the delivery and planning of local transport services by local groups, communities and individuals 	<p>LTP Rural Strategy</p> <ul style="list-style-type: none"> - Better parking to increase the attractiveness of stations and reduce parking problems in surrounding areas - Better walking and cycling links to stations from nearby villages, particularly where there are no safe routes at present - Extend the area over which rail services can play an important part in improved rural access. - Work with rail companies to improve publicity and marketing - Improve connections from villages to nearby towns <p>LTP Henley Strategy (Revised 2012)</p> <ul style="list-style-type: none"> - Walking and cycling - improve facilities for all through developing good clear routes around the town; develop a high quality cycle network make sure urban links join up with rights of way; additional cycle parking locations.

Opportunities for travel choices

The 2007 Chilterns visitor survey identified over 6 million annual leisure trips to attractions, food and drink venues and specific towns and villages. These trips have been targeted as an opportunity to significantly increase the use of sustainable modes. Surveys conducted on successful 'Smarter Choice Programmes' suggest that leisure trips have the biggest potential for change from car to sustainable modes.

Recent project work has produced a variety of cycling route guides incorporating these types of popular visitor destinations. Based on their popularity, more guides to a wider network of places, including working in partnership with National Trust properties, are in development. Guides based around the new gateway towns will also be produced.

As part of Package 1 – Integrating Rail and Bike, this work will be expanded to promote alternative travel choices to stations as routes out for visitors are routes in for commuters. 8.5 million local trips will be targeted, an increase from 5 million in 2012. This complements targets laid out in Strategic Economic Plan drafts to improve sustainable transport connectivity links. The table below shows the total number of station trips targeted by the project, broken down by Gateway Areas (Central, South, North, North-West) and Gateway towns.

(Source ORR 2013)	Annual Station Trips	Gateway Area	Gateway Area Totals
Amersham	2,035,452	Central	
Chesham	460,000	Central	
Great Missenden	541,878	Central	3,037,330
Henley	727,994	South	
Twyford	1,347,178	South	2,075,172
Berkhamsted	1,604,674	North	
Tring	767,362	North	2,372,036
Princes Risborough	547,262	North-West	
Wendover	434,952	North-West	982,214
Overall Total			8,466,752

Our survey in 2012 identified a range of possible improvements to cycle parking facilities at all the gateway rail stations. Working in partnership with Chiltern Railways and First Great Group, improvements in line with those stated in section 2 of the 'Door to Door Strategy', as well as an increase of up to 40% in the amount of cycle parking available, will be completed at two stations in April 2014. Opportunities exist to implement these improvements at other train stations in 2014/15 to make cycling a more viable transport option to the increasing number of users. Package 4 - Sustainable Travel Information, will then be used to increase awareness of the new facilities.

The Bucks LTP has also identified the challenge of congestion at rail stations: *Over 60,000 people travel to work outside Buckinghamshire each day. Buckinghamshire has the second lowest proportion of residents living and working within its boundaries of any county council area in the UK. With the relative ease of access to London by both by road and rail, 13% of the county's residents commute to the capital on a daily basis.*

Generating growth

Working closely with the leisure and tourism sector, the schemes outlined in Package 2 – Cycle Tourism and Package 5 – Wider Awareness campaign, will be used to maximise the impact on economic growth of the following opportunities:

1) The current project is responsible for securing a stage of the Tour of Britain in the Chilterns in September 2014, the first time the race has visited the area in its ten year history. The expected expenditure and economic impact of this on the area will be around £3 million (Source: Frontline 2012). The Chilterns countryside is well suited to cycling and the global television coverage of this event will provide high-profile coverage of the area as a cycling destination. Surveys also suggest that around a third of local residents are inspired to take up cycling after such an event has taken place.

The Tour of Britain stage is expected to provide a huge boost to cycling in the Chilterns. As cycling is largely seasonal, this provides an excellent platform to improve the cycle tourism offer and expand behavioural change opportunities in 2015.

2) An increased knowledge of the leisure industry in the Chilterns has shown a limited amount of cycle hire opportunities for visitors. Consultation with local businesses including Tourism Partnerships, accommodation providers and attractions suggests they are keen to offer this type of service to their customers as an additional green credential to their business. A commercial cycle hire and electric bike hire hub/network in the area would also create sustainable employment opportunities. Through existing connections to bike shops, hire providers, the tourism sector and the cycle tourism market the project can facilitate the necessary partnerships needed and increase the impact of any joint schemes.

3) Aston Hill Mountain Bike Park in the Chilterns is widely recognised as one of the best MTB trail centres in the south-east regularly receiving around 200-300 visitors over a weekend. The addition of a pumptrack funded by Cycle Chilterns in 2013 provided a much needed expansion to existing facilities, now catering to a larger number of beginner and younger riders that were previously excluded due to the extreme and technical nature of the trails on offer. Organised skills courses at the venue as part of Package 3 – Behaviour Change, will also increase visitor opportunities.

A £2 million investment is planned for Wendover Woods in Buckinghamshire, owned by the Forestry Commission. The plans include improvements and expansion of the cycle route network. The improved visitor offer in the combined area of Wendover and Aston Hill for off road cyclists could further be enhanced by the production and promotion of suggested cycle routes from the four nearest gateway towns.

4) The general offer for families and off-road cyclists in the Chilterns AONB is also underdeveloped. Surrey County Council's survey in the popular off-road cycling area of the Surrey Hills shows that providing information about routes and where to ride is the most popular way to encourage more cycling, as well as being relatively cheap and simple. The lack of family cycling options in the Chilterns will be addressed in 2014/15 with a new area developed. Another year will allow extensive marketing opportunities of measures in Package 2 – Cycle Tourism Growth.

Behavioural Change

Package 3 – Behaviour Change, uses sampling and a wide range of activities to address the factors identified in the DfTs '*Enabling Behaviour Change*' guidance as affecting behaviour change. Small interventions such as incentivised rides, off-road training, special offers for cyclists and Bikeability have produced good initial results in most areas.

A number of enthusiastic local cycling groups and clubs would benefit from more qualified volunteers to lead cycle rides with an expansion in the amount of rides offered for beginners. Certain areas do not have cycling groups but do have groups and organisations that would benefit from a Community Club being introduced.

Raising awareness of these initiatives and all the cycling opportunities offered by Cycle Chilterns will be key to changing people's long term habits. Dissemination of knowledge and information through expanding communication networks takes time to fulfil its potential. Evidence also suggests that consistent investment in cycling over time produces the biggest increase in cycling trips; this is also supported by the theory of the 'Stages of Change' model which suggests a new pattern of behaviour can take up to six months to action with long-term sustained change taking place over many years.

People

The Chilterns Visitor Survey (2007) showed that many visitors to the Chilterns travel short distances and that 94% of all visitors reached the Chilterns by car. Of visitors who were residents of the gateway towns sampled 98% owned a car, compared to the national average car ownership of 74% (2011 Census). This access by car and car use is against a background of 55 million visitor trips so only 3 million trips are made by sustainable modes.

Estimated volume of leisure visits

Volume of trips	Year: 2007	
Local day trips	44,595,415	80%
Non-local day trips	7,738,530	14%
Visitors staying in AONB	898,540	2%
Visitors staying outside AONB	1,934,633	4%
Total	55,167,118	

The survey showed that a third of visitors had travelled less than 5 miles, so there were no distance related barriers to choosing an alternative transport mode. This gives us our baseline for change.

Car based visits to Chilterns	Million visits per year	Million miles per year
Outside AONB catchment	11	1,070
Under 5 mile local visits	16	80
Over 5 mile local visits	27	268
Total	54	1,418

Further evidence in the surveys enables us to target key groups both for their potential for transport change and the economic impact of attracting new visitors:

Residents of the Chilterns and adjoining towns:

- Local residents are the most prolific visitors making an average of 143 visits per year which translates to around 2.7 trips per week.
- A third of visitors had travelled less than 5 miles.
- Average 3.9 visitors per group. Average spend £8.30 mainly on eating and drinking. (Figures from Weston et al. 2012 suggest this figure is now around £12.30.)

Visitors from outside the AONB catchment:

- The Chilterns is characterised by a high level of repeat visits. The survey found that 89% of visitors had visited the Chilterns on at least one occasion previously. Overnight visitors staying outside the Chilterns make an average of 5.6 trips to the Chilterns a year.
- Average length of stay by those staying overnight in the Chilterns was 4.8 nights. Cycling visitors show an average length of stay 2.6 nights
- Average spend per person per day (including accommodation) £71. Most came in groups of 3 or 4.

Our recent qualitative surveys carried out with local residents identified a lack of awareness of opportunities and the need for more reliable, accessible and accurate information about potential cycling routes. The introduction of small, cheap interventions such as route guides to places where people want to visit and making these available in their local communities or online, have proven popular. Packages 4 and 5 will vastly increase the distribution of this material in the local area.

The 'Do Nothing' Option

The implementation of small-scale transport schemes would be substantially reduced, resulting in increased road congestion and air quality issues as the number of trips increases. Visitor experience will be impacted potentially resulting in a lack of growth in the tourism and leisure sector.

Overall Objectives

- Enable sustainable commuting to local stations through dual use of measures put in place to support economic development.
- Boost the local economy by attracting visitors to the Chilterns by promoting travel for the 30% of the population without access to cars.
- Reduce congestion and air quality/noise pressures on car parking in key towns, stations, accommodation providers and visitor attractions which deters visitors.
- Support hubs of hire bikes/electric bikes, conveniently located where people arrive, visit or stay to become self-sufficient, sustainable businesses.
- Improve Safety: Implementing safe routes to and from stations in rural areas which are over-represented in casualty statistics.
- Provide targeted information and marketing designed to “nudge” visitors to change travel behaviour and contribute outstanding visitor experiences.

B3. The Economic Case – Value for Money

The benefit of the programme is conservatively £1.1 million for just £0.4 million expenditure. This is a relatively low spend/high return project because it is completely focussed on a number of small proven interventions which reach large numbers of people who form a captive audience. This represents a return on the Department for Transport investment of £250,000 of 2.75:1.

Package 1 – Integrating rail and bike.

The package of measures will stimulate the economy without increasing car use and reduce carbon by switching the mode of existing trips from car use to rail, cycling and walking. Switching travel choice will save 0.1 tonnes of carbon from local trips and from longer car trips to the AONB switched to rail.

Due to this package being a continuation of activities, the partnerships for delivery are already in place, risks and uncertainties are minimal. The main risk remains to be rail users being unwillingly to switch transport modes.

Package 2 – Cycle Tourism Growth

The package supports the local economy and facilitates economic development, in particular stimulating small business and providing sustainable tourism resource for town centres of market towns and rural hinterlands. The interventions will stimulate a long term growth contributing over £1million per year in new business to the economy after the project ends.

It will also deliver wider social and economic benefits for the community, the Chilterns visitor economy has 3% of non-car users, comparable landscapes can provide up to 13% of visitors without cars. The project will specifically promote alternative travel and tourism choices for parts of the population without cars and that are poorly served by buses.

A majority of the programme to date has involved creating partnerships with local organisations and media outlets, community groups and businesses to deliver a wide range of activities and events. Match funding from these partnerships in terms of allocation of resources, expertise, utilising well

established promotional channels and contribution of products and materials equates to around £25,000 per year.

Transport choice in the Chilterns will reflect the tourist market's need for tranquillity in the landscape and bring about improvements to air quality, increased compliance with air quality standards, and wider environmental benefits such as noise reduction. A number of town centres have air quality and noise issues, increased tourism growth must not make this situation worse.

This package is a continuation of existing activities, risks and uncertainties are minimal. The most notable risk remains visitors and businesses being unaware of the opportunities available to them. Existing strong links with Tourism Networks and Business Groups will reduce this risk. Measures in Package 5 will also help to widen visitor awareness.

Package 3 – Behaviour Change

Behaviour change packages are delivered through sustainable methodologies. Not only do our local interventions continue on the ground because of the way we structure them but the focus on education and development means that people are given a life skill, not a one-off intervention that they lose when the funding disappears. The impact on congestion, carbon and health will continue beyond the funding period.

We use a Big Society approach at a local level so that transport behaviour change becomes part of everybody's contribution to society, not just local government. The huge diversity of local providers giving their time and expertise on an in kind basis saves the programme a minimum of £0.2 million (a conservative estimate – most of CTC's existing programmes ultimately achieve double this return).

Package 4 – Wider visitor and commuter information

Switching 13,000 commuter trips from car to bike during peak times will reduce congestion and improve journey reliability around stations. Research by SQW for Cycling England in 2008 has estimated the benefit of one new cyclist cycling regularly for a year will have economic benefits of around £540-£640 from NHS savings, productivity, pollution, congestion and value of loss of life.

The quantifiable benefits set out below show a minimum return of £1.1 million from this programme.

	2015/16
New visitors per year	2,763
Total participants engaged	8,600
Existing visitor trips switched mode from car per year	100,00
Commuter trips to stations switching from car per year	13,000
Increased cycle mileage	112,000
Increased rail mileage	236,000
Decreased car mileage	289,000
Economic growth generated	£1,060,000
Transport benefit Generated	£59,000
Total £	£1,119,000

Assumptions

Economic impact based in existing visitor profile

	Spend/day	Days per year
Day visitors	£8.30	32
Overnights	£71	2.6

Using only the participants who commute and benefit from reduced sickness absence, we estimate the benefits from increased productivity using SQW, Planning for Cycling – assumes £47.69 per year per regular commuting cyclist.

Package 5 – Wider Awareness

The wider project creates over 100,000 new cycle trips and encourages 9,000 new users to start or increase cycling. Cycling presents a unique opportunity to improve health and well-being, it is recognised that physical activity acts to lower the risk of coronary heart disease, depression, hypertension, anxiety, colon and breast cancer, and diabetes.

Much of the non-quantifiable benefits of this programme result from evidence that suggests that non-cyclists have an all-cause mortality 39% higher than regular cyclists. This is the underpinning of the HEAT method used.

A full appraisal for this intervention has not been attempted – no benefits have been estimated for beyond 2016 and benefits have not been discounted.

B4. The Financial Case – Project Costs

A contribution of £250,000 is sought from the DfT with additional contributions totaling £150,000 already secured to support the delivery of all packages.

Table A: Funding profile (Nominal terms)

£000s	2015-16	2016-17	2017-18	2018 -19	2019 –20	2020 -21	Total
DfT funding sought	250						250
Local Authority contribution	50						50
Third Party contribution including LGF	100	40					140
TOTAL	400	40					440

There are two principal areas of financial sustainability for the project.

The first is the development and promotion of the visitor offer. The intention for this area of the project is that awareness of the offer and collaboration between existing businesses is developed to the point where it has its own momentum and can be continued by the participants beyond the lifetime of the project.

Existing and new networks will be established and enhanced so they can continue once the LSTF funding ends. The information packages and other materials that are produced during the project will continue to be available after the project and the costs of updating them are likely to be lower than the costs of producing new materials. This will be further supported in 2016/17 by a £40,000 investment from local stakeholders working together to continue these networks.

For the new business opportunities created such as cycle hire and electric bike hire it is shown by developments elsewhere that these can become sustainable in two years as they have very limited

overheads. The business case assumes that they will develop self-sufficient income streams by the end of this bid period.

The council's Section 151 Officer confirms that any cost increases or cost over-runs will be met by the authority as detailed in section D2.

B5. Management Case - Delivery

The bid does not contain any construction elements; it is therefore not necessary to complete milestone information.

B6. Management Case – Statutory Powers and Consents

The project outlined is revenue only and does not rely on any statutory powers or consents being obtained.

B7. Management Case – Governance

CTC will continue to have overall responsibility for design and delivery of interventions with a proven track record of successes throughout 2012 into 2013/14 and a schedule of schemes continuing into 2014/15. CCB will have overall responsibility for hosting, local dissemination and supporter engagement.

The management framework for this proposal follows the successful structure developed for delivery of the current Cycle Chilterns LSTF project and other partnerships involving the lead partners. WBC as lead partner will have a tripartite memorandum of understanding with CTC and CCB. This agreement specifies overall governance arrangements, delivery and financial requirements.

B8. Management Case - Risk Management

Effective risk management requires a reporting and review structure to ensure that risks are identified and assessed and that appropriate controls and responses are in place.

The format below is based on the format recommended by CIPFA, the Chartered Institute of Public Finance and Accountancy. It enables both the assessment of risk and the management of risk to be summarised in one document.

Each risk is then evaluated by assessing both its likelihood and its impact on a scale of 1 to 4. The two scores are then multiplied to give an overall risk score. (For example a likelihood score of 3, with a severity of impact if it occurred of 4 would give an overall score of 12).

The next step is to manage each risk by identifying a suitable response.

The Risk Register is a live document that will be reviewed and amended on a regular basis. The partnership will review the latest version every six months.

Risk Description	Assessment – No controls in place			Management Procedures	Assessment – after controls in place		
	L'hood	Impact	Score		L'hood	Impact	Score
Poor strategies, design of packages and forward planning	2	3	6	Overview by experienced senior managers within partnership. Proven track record of partners	1	2	2
Inadequate reporting and monitoring e.g. loss of control, accuracy, timeliness	2	3	6	Use project management process Steering group overview Proven control methods only	2	1	2
Partnerships – loss of partners, change in status of partners, loss of reputation of partners, change in political leadership	2	3	6	Identified that there might be some change in 1 year Flexible agreements in place, exit strategies Press and political monitoring Proactive PR available	2	2	4
Personnel risks e.g. Recruitment, performance of key personnel	2	3	6	Proven quality of WBC/CTC /CCB team Use CTC regional team to back up key personnel Monitoring processes	2	2	4
Quality of interventions e.g. not delivering outcomes	2	3	6	Use proven interventions from pilot schemes Maintain diversity of approaches	2	2	4
External market effects – e.g. long term economic impact on tourism or cycling	1	2	2	Does not rely on macro-economic trends Background tracking research information on tourism, cycle use and sales	1	1	2

B9. Management Case - Stakeholder Management

The project has excellent working relationships with the local authorities involved in the project and has worked closely with them on a number of successful schemes. Letters of support for the continuation of the project alongside Wokingham Borough Council have been received from all of the LAs: Buckinghamshire County Council, Hertfordshire County Council and Oxfordshire County Council (see Appendix B).

Support has been received from all four LEPs (see Appendix A). Existing stakeholders have also expressed their continued support and enthusiasm for the project (see Appendix B).

Project Steering Group – Strategic leadership for the project formed of one senior officer from each partner, project lead. Officers from each supporting Council will also be invited to attend. Frequency probably quarterly.

Project Working Group – To include project lead officers from each council, project managers from delivery partners and supporters, sustainable visitor travel officers, CVS development officers, representatives from transport team and tourism services, representatives from Planning and Economic Development services.

Project Stakeholder Group – Workshop style groups held to inform stakeholders of project progress and to encourage participation in the delivery of elements of the project – expected to include wide invitation list to all supporting and participating organisations. Frequency probably twice per year.

a) Can the scheme be considered as controversial in any way?

Yes

No

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

Yes

No

B10. The Commercial Case

Strong relationships have been built up with a variety of organisations and local providers throughout the lifetime of the project. There is strong support for continuation of this project and a good understanding and commitment to our shared objectives. Letters of support from Chiltern Railways, First Great Western, Chilterns Conservation Board, the Chilterns Tourism Network and Forestry Commission have been included in Appendix B.

Capital improvement projects with Train Operating Companies have been completed with more in the planning stages. The TOCs are keen to use joint promotional campaigns to raise awareness of these new facilities for cyclists and increase cycle trips to the stations to address the increasing strain on car parking and congestion at their properties. Space for project promotional material has been made available at stations and activities and events can be promoted to millions of regular customers.

Local businesses including cafes, breweries, hotels, pubs and bike shops have shown support by hosting events and providing time and resources to the project. The success of these events and the direct benefits to their businesses has resulted in a continuation and expansion of these activities into 2014/15.

SECTION C – Monitoring, Evaluation and Benefits Realisation

C1. Monitoring and Evaluation

The project uses monitoring and evaluation techniques developed by CTC from their work with the Department for Transport and the Active Travel Consortium. Continuous evaluation of the outcomes and impacts of interventions during the current project allows constant adaptation and improvement of delivery processes to maximise the value for money of each scheme. An effective evaluation process has produced a focussed set of interventions to be used to achieve the outcomes laid out in this bid.

An LSTF Annual Outputs Report (2012/13) has been completed for the current project. A Monitoring and Evaluation Plan is also in place and will be extended for this bid.

The Chiltern's Visitor Survey (2007) provides a valuable set of baseline data for the Chilterns as a whole. More specific cycling related information around the gateway towns has also been collected via a range of standard methods including automatic and manual trip counts. 'Before' and 'after' comparison information from a variety of sources will be available to assess outcomes and quantify economic impacts, modal shift and cycle visitor numbers. Specifically these methods can be used to monitor cycle usage around stations.

'Before' and 'after' survey methods will be used to monitor the impact of the Cyclists Welcome scheme with businesses and assess the effectiveness of the measures in Package 2 on the impact of cyclist visitor numbers.

Feedback cards are used at a number of events and activities to assess the quality of the experience and the impact it has on the participant. Surveys have also been used and case studies for CTC have been produced around behavioural change methods.

A key aim of the bid is to increase awareness to a wider audience; extensive data is collected on website usage, social media statistics and print media appearances providing an accurate and valuable way to efficiently assess the increasing reach of the project.

SECTION D - Declarations

D1. Senior Responsible Owner Declaration

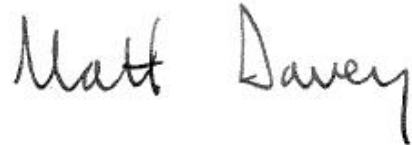
As Senior Responsible Owner for Cycle Chilterns I hereby submit this request for approval to DfT on behalf of Wokingham Borough Council and confirm that I have the necessary authority to do so.

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.

Name: Matt Davey

Signed:

Position: Head of Technical Services



D2. 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 2015/16;
- confirms that the authority has the necessary governance / assurance arrangements in place and the authority can provide, if required, evidence of a stakeholder analysis and communications plan in place.

Name: Graham Ebers

Signed:



**This is only required from the lead authority in joint bids*

Submission of Bids

The deadline for bids is 5pm, **31 March 2014**

An electronic copy should be submitted to lstf@dft.gsi.gov.uk

Appendices:

Appendix A = Letters of LEP support: TVB LEP, Herts LEP, Oxon LEP, Bucks LEP

Appendix B = Letters of support: Bucks CC, Herts CC, Oxon CC, Chilterns Conservation Board, Chiltern Tourism Network, Forestry Commission, First Great Western, Chiltern Railways, CTC

Appendix C = Equality Impact Assessment

Appendix D = Schemes impact pro forma



To: Matt Davey
Wokingham Borough Council
Shute End
Wokingham
Berkshire
RG40 1BN

25 March 2014

Dear Matt,

Cycle Chilterns Local Sustainable Transport Fund

I am pleased to offer the support and endorsement of the Thames Valley Berkshire LEP to your current bid for LSTF Revenue Funds. Through the joint working of the Wokingham Strategic Transport Forum and the Wokingham Local Transport Body, we have developed a strong partnership approach to Strategic Transport investment planning. The Strategic Economic Plan for Thames Valley Berkshire includes commitments to promoting sustainable transport investment, and includes a specific package of schemes which you have helped to plan and promote.

TVB LEP is committed to maximising the partnership between business and Local Authorities and to helping deliver the infrastructure (business, transport, housing, digital and social) needed to support both our economy and the standard of living we expect in the area.

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. Increasing sustainable transport choices in Wokingham is a key objective for us, impacting on the economic, social and environment well-being of the area.

TVB LEP is therefore fully supportive of the LSTF bid, and is committed to working with the Council 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

Business Consultant
Thames Valley Berkshire Local Enterprise Partnership
07880-787007
richard.tyndall@thamesvalleyberkshire.gov.uk

Matthew Gould
Team Leader for Traffic, Transport and Road Safety
Wokingham Borough Council
Place Based Services
P.O. Box 153, Shute End
Wokingham
Berkshire
RG40 1WL

Dear Matthew,

RE: Local Sustainable Transport Fund 2015-16

I write in support of the CTC's bid to the Local Sustainable Transport Fund 2015-16 for the Cycle Chilterns project which is helping to promote increased cycling visits to the Chilterns Area of Outstanding Natural Beauty.

Hertfordshire LEP, in partnership with Hertfordshire County Council, is committed to supporting sustainable transport as a method of encouraging local economic growth. For this project, the promotion of cycling tourism, from day trips to supporting local cycling businesses is having a marked effect in increasing activity in the Chilterns and we would wish to see this Cycle Chilterns project continue.

Yours sincerely,

Joan Hancox
Growth and Infrastructure Manager

Matthew Gould
Team Leader for Traffic, Transport and Road Safety
Wokingham Borough Council
Place Based Services
P.O. Box 153, Shute End
Wokingham, Berkshire
RG40 1WL
31st March 2014

Dear Matthew,

Cycle Chilterns Local Sustainable Transport Fund Bid (2015-16 Revenue)

The Oxfordshire Local Enterprise Partnership (LEP) would like to express support for Wokingham Borough Council's 2015-16 Local Sustainable Transport Fund Bid proposal to continue with the Cycle Chilterns Project.

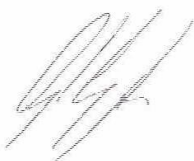
The proposed measures to increase economic growth via improved sustainable transport initiatives is an opportunity to invest in local businesses and help the visitor economy across Oxfordshire as well as other areas of the Chilterns Area of Outstanding Natural Beauty.

The project's leading role in bringing together a large group of partners to secure a stage of the 2014 Tour of Britain in the Chilterns is a significant achievement. The event will raise the reputation and viability of the Chilterns as a sustainable and attractive place to visit, putting it on a par with established National Parks. The LEP recognises it is important to promote the area as being an accessible cycling destination for tourists.

As one of a number of LEPs covering the Chilterns AONB we are pleased to be working with Wokingham Borough Council and the extended partnership group to support the bid and its delivery proposals. With our links to the business community we are keen to provide strategic advice, where appropriate, on engaging with companies across the partnership area and to support and promote the benefits of participation in the relevant schemes outlined in the bid.

We look forward to continuing to work together during 2015/16 and beyond to deliver a successful transport led project that will deliver real and lasting economic benefits for the Oxfordshire region.

Yours sincerely



Nigel Tipple
Chief Executive
Oxfordshire Local Enterprise Partnership

Matthew Gould
Team Leader for Traffic, Transport and Road Safety
Wokingham Borough Council
Place Based Services
P.O. Box 153, Shute End
Wokingham
Berkshire
RG40 1WL

19 March 2014

Dear Matthew

RE: The Chilterns Gateways LSTF Fund application 2015/16

Buckinghamshire Thames Valley LEP is writing to support the Chilterns Gateways LSTF project, which covers the Thames Valley Berkshire LEP, Oxfordshire LEP, Buckinghamshire Thames Valley LEP and Hertfordshire LEP areas.

We understand your project will promote cycle tourism in the Chiltern Hills along with our partner the Chilterns Conservation Board.

We understand you are in the final stages of bringing a stage of the Tour of Britain to the project area, which is likely to result in significant economic tourism benefits for the whole of the Chilterns area.

If you require any more information, please get in touch.

Yours sincerely



Alex Pratt OBE JP
Chairman
Buckinghamshire Thames Valley LEP
Holder of the Queen's Award for Enterprise Promotion

APPENDIX B

Communities &
Built Environment

Buckinghamshire County Council
Place Services
Transport for Buckinghamshire
New County Offices, Walton Street
Aylesbury, Buckinghamshire HP20 1UY

Place Services
Interim Service Director: Gill Harding

Telephone 0845 3708090
www.buckscc.gov.uk

Matthew Gould
Team Leader for Traffic, Transport and Road Safety
Wokingham Borough Council
Place Based Services
P.O. Box 153, Shute End
Wokingham
Berkshire
RG40 1WL

☺ Monday 10th March 2014


Dear Matthew,

RE: The Chilterns Gateways LSTF Fund application 2015/16

We are extremely pleased to be a partner in the Chilterns Gateways LSTF extension (15/16) bid.

We have been partners in the project since it was first developed in 2012 and have greatly benefitted from the progress made to date within Buckinghamshire. We look forward to the opportunity of working with CTC, the Chilterns Conservation Board and other Local Authority partners for an additional year in order to build on this success even further and encourage more cycling tourism across the Chiltern Hills.

Yours sincerely,



Gill Harding
Interim Service Director – Place Service





Matthew Gould,
Team Leader for Traffic, Transport and
Road Safety.
Wokingham Borough Council
Place Based Services
P.O. Box 153, Shute End,
Wokingham, Berkshire
RG40 1WL

County Hall
Pegs Lane
Hertford SG13 8DN

Telephone: 01992 556117
My ref : TM/LSTF/Chilterns
Your ref :
Date : 25 March 2014

Dear Matthew,

CYCLE CHILTERNNS LSTF BID

Thank you for inviting Hertfordshire County Council to support the Cycle Chilterns bid to the LSTF.

Our authority has supported the project during the current round of LSTF and is keen to see this project extended into 2015/16 and beyond. The project supports the County Council's own aims of encouraging sustainable transport and supporting local sustainable economic growth.

The project is also a good fit with our Active Travel strategy and with the Hertfordshire Year of Cycling which runs from May 2014. The Year of Cycling will help promote the current Cycle Chilterns project, and a successful bid for 2015/16 will help to ensure that our project will have a strong legacy in this part of Hertfordshire.

In support of this initiative we will provide staff time to the development of the initiative and its management, we will continue to maintain and support the Chilterns Cycleway. In addition we will build the proposal into our promotion of Active Travel in the county which will mean a significant increase in awareness of the activities proposed.

We believe this support will be worth at least £15,000 in 2015/16.

Yours sincerely,

Trevor Mason
Safe and Sustainable Journeys Manager

Oxfordshire Local Transport Board

Department for Transport
2/14 Great Minster House
33 Horseferry Road
LONDON
SW1P 4DR

Oxfordshire Local Transport Board
Speedwell House
Speedwell Street
Oxford
OX1 1NE

Tel: 01865 815662

28 March 2013

Matthew Gould
Team Leader for Traffic, Transport and Road Safety
Wokingham Borough Council
Place Based Services
P.O. Box 153, Shute End
Wokingham
Berkshire
RG40 1WL

Dear Matthew,

Cycle Chilterns Local Sustainable Transport Fund Bid (2015-16 Revenue)

The Oxfordshire Local Transport Board would like to express support for Wokingham Borough Council's 2015-16 Local Sustainable Transport Fund Bid to continue with the Cycle Chilterns Project. With the introduction of sustainable transport initiatives aimed at increasing economic growth, the bid will be an opportunity to invest in local businesses in Oxfordshire as well as those in Buckinghamshire and Hertfordshire.

The Board recognises the economic value and importance of revenue investment in transport projects targeting initiatives for small and medium sized local businesses and residents. Schemes that promote the area as being an accessible destination for tourists are also important.

We look forward to working together during 2015/16 and beyond to deliver a successful transport led project that will deliver real and lasting economic benefits for the Oxfordshire region.

Yours sincerely



Councillor Ian Hudspeth
Leader Oxfordshire County Council
Chairman Oxfordshire Local Transport Board



The Lodge
90 Station Road
Chinnor
Oxfordshire OX39 4HA

Tel: 01844 355500
www.chilternsaonb.org

Matthew Gould,
Team Leader for Traffic, Transport and Road Safety.
Wokingham Borough Council
Place Based Services
P.O. Box 153, Shute End,
Wokingham, Berkshire
RG40 1WL

24th March 2014

Dear Matthew,

The Chilterns Conservation Board is delighted to support the Cycle Chilterns bid to the Local Sustainable Transport Fund. The Chilterns Conservation Board have been partners with the CTC on leisure cycling initiatives for many years, starting with the development of the Chilterns Cycleway and, more recently, the Cycle Chilterns project.

Cycle Chilterns has been a great success and achieved substantial progress over the last two years, providing much-needed new facilities such as the off-road cycle facility for children at Aston Hill, cycle signage and facilities in the gateway towns and above all getting more people on bikes through a host of activities from the very popular brewery rides to cycle training. We have received positive feedback from numerous businesses, cycling groups and the many organisations and partners involved. The project has raised the profile of leisure cycling in the Chilterns, and most importantly, led to a visible increase in leisure cyclists which makes an important contribution to the local economy. The Chilterns Cycleway has also benefited from the intensive promotion provided through the Cycle Chilterns project and its dedicated website and programme of promoted rides and events.

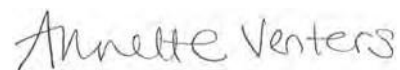
However there is scope to do much more and an additional year of LSTF funding would build on the work, contacts and opportunities that have been generated through the project. There are two key gateway towns in the Chilterns which were not included in the original LSTF bid (Princes Risborough and Wendover), they are both very keen to be involved in Cycle Chilterns and have active cycle groups and local business and political support to develop leisure cycling. They have seen what the Cycle Chilterns project has achieved in other market towns and would like this to be replicated 'in their patch'.

Another year of LSTF funding would also be very timely in terms of capitalizing on wider Chilterns tourism activities, including Visit Chilterns projects and Our Land, both of which will help to promote sustainable leisure cycling.

We have already demonstrated our support to the development of the project and we now believe it will make an important contribution to the sustainability of the Chilterns.

In support of this initiative we would be able to continue hosting the cycling development post at our office and we would also offer some staff time to assist with the management of the project, publicity work, facilitation of the cycle route and liaison with local partners. This local contribution is worth £20,000 to the project.

Yours sincerely

A handwritten signature in cursive script that reads "Annette Venters". The ink is dark and the handwriting is fluid and legible.

Annette Venters
Strategic Access Officer



Matthew Gould,
Team Leader for Traffic, Transport and Road Safety.
Wokingham Borough Council
Place Based Services
P.O. Box 153, Shute End,
Wokingham, Berkshire
RG40 1WL

24th March 2014

Dear Mr Gould,

Cycle Chilterns LSTF bid: Letter of Support

I am writing to you in my capacity as director of the Chilterns Tourism Network and also as chairman of Tring Together. Both organisations are pleased to offer support for the Cycle Chilterns project which has already made a substantial impact in the area, raising awareness of the Chilterns as a cycling destination and bringing more business to our pubs, cafes, shops and accommodation sector from the additional leisure cyclists and cycle events.

There has been an increasing interest in leisure cycling over the last few years and Cycle Chilterns has been able to tap into this and to the Chilterns Tourism Network's core programme aimed at increasing activity-based short break tourism.

An additional year of LSTF funding will bring the following benefits to the Chilterns area:

- It will build on the momentum already generated and attract greater numbers of leisure visitors to the Chilterns. The Tour of Britain will provide a unique opportunity to increase cycle participation on the back of this high-profile event. Market towns such as Tring have so much to offer visitors and are ideally placed to provide for and benefit from cycle tourists.
- There will be additional promotion of the Chilterns Cycleway, attracting more leisure cyclists. The Chilterns Cycleway has already benefitted many B&Bs and businesses along the route (as demonstrated by the recent visitor survey) and has proved very popular with cyclists, but it would benefit from the more intensive promotion the LSTF project would provide and from better

facilities where there are currently gaps (eg bike hire).

- The Chilterns is one of the most popular protected landscapes for walking, cycling and enjoyment of the countryside. However there are car congestion hot-spots in the Chilterns, often in and around the market towns which can be an important factor spoiling peoples' enjoyment of their visit (as shown by visitor surveys) and also impacting on the quality of the Chilterns environment. This project will help reduce congestion in and around the market towns within the three hubs.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Peter Coneron', written in a cursive style.

Peter Coneron
Director, the Chilterns Tourism Network

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Forest Management Director

Matthew Gould,
Team Leader for Traffic, Transport and Road Safety.
Wokingham Borough Council
Place Based Services
P.O. Box 153, Shute End,
Wokingham, Berkshire
RG40 1WL

24th March 2014

Dear Matthew,

Cycle Chilterns LSTF bid: Letter of Support

The Forestry Commission at Wendover Woods would like register our support for the Cycle Chilterns bid to the Local Sustainable Transport Fund. The work done at Aston Hill to fund and install a pump track has been very successful, and is unlikely to have been achieved without the funding provided by the project. The pump track provides a focal point for riders of all ages and abilities and provides the much needed start point for many young riders.

I understand that Cycle Chilterns would be extending its coverage to include Wendover as one of the gateway towns within this bid. We would strongly support this and are keen to work with Cycle Chilterns and other partners to encourage more visitors to cycle to Wendover Woods. Wendover Woods attracts over 350,000 visitors a year, with over 90% arriving by car. Visitor numbers are expected to grow substantially in the future, as major new housing developments are planned just a few miles away in Aylesbury Vale.

To cater for the anticipated growth in visitor numbers, planning permission has been approved for the re-development of the main facilities at Wendover Woods and work is expected to begin in 2015. We would be keen to work with Cycle Chilterns to improve sustainable transport options. This will include improving cycle links to Wendover and improving cycle facilities for leisure cyclists within the woods.

Yours sincerely

Joanne Mason
Beat Forester
Chilterns Beat.

Matthew Gould
Team Leader for Traffic, Transport and Road Safety
Wokingham Borough Council
Place Based Services
P.O. Box 153, Shute End,
Wokingham, Berkshire
RG40 1WL

31 March 2014

Dear Matthew,

Thank you for inviting First Great Western to continue our support for the Cycle Chilterns bid to the LSTF.

Our company supports this bid. We believe it will be a real opportunity to promote sustainable travel and improve the sustainability of station access. We will be actively supporting the creation of a sustainable tourism and travel gateway in Twyford and Henley on Thames.

In support of this initiative we are able to provide staff time and resources to the development of the project and its management. We are also pleased to sit on the steering group for the gateway. In addition we will be able to promote the programme to the many passengers who travel on our trains and through the stations we manage. Together with promotion on our website, this input has a considerable market value which we are pleased to offer as our local contribution.

Access to our stations is always under review and through this letter of support we will be looking to work with the programme to build opportunities for cycle hire at or close to at least one of the stations in the gateway and to extend cycle parking as proposed in the bid. This will have a commercial market value which may also be recognised as a local contribution. We believe this support will be worth at least £5,000 in the duration of the project.

Yours sincerely

via email

Andy Saunders
Integrated Transport & Partnerships Manager

First Great Western
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First Greater Western Limited | Registered in England and Wales number 05113733
Registered office: Milford House, 1 Milford Street, Swindon SN1 1HL

Chiltern Railways

If you think our way, travel our way.

Matthew Gould
Wokingham Borough Council

Marylebone Station
Great Central House
London
NW1 6JJ

Thursday 27th March 2014

Dear Matthew,

Chiltern Railways are happy to confirm their continued support for the Cycle Chilterns project.

The Gateway initiative has been a real opportunity to promote sustainable travel and improve the sustainability of station access. We will again be actively supporting the creation of a sustainable tourism and travel gateway in Great Missenden and Amersham.

We are also happy to support the expansion planned for surrounding areas in Wendover and Princes Risborough.

In support of this initiative we will provide staff time and resources to the development of the project as well as its management. In addition we will be able to promote the programme to passengers who travel on our trains and through the stations we manage each year. Together with promotion on our website this has a considerable market value which we are pleased to offer as a local contribution.

We believe this support will be worth at least £5,000 over the life of the scheme.

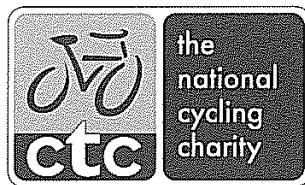
Yours sincerely



Lucy Garrad
Station Manager

chilternrailways.co.uk

Chiltern Railways is the trading name of The Chiltern Railway Company Limited.
Registered Office: Marylebone Station, Great Central House, Melcombe Place, London NW1 6JJ
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David Wilby Senior Transport Planner
Wokingham Borough Council.
Place Based Services P.O. Box 153
Shute End Wokingham
Berkshire RG40 1WL

31st March, 2014

Dear David,

I am writing on behalf of CTC, the national cycling charity, to express our enthusiastic support for the Cycle Chilterns extension bit for support from the Local Sustainable Travel Fund (LSTF).

CTC is proud to play a leading role in the partnership that is already delivering a wide range of cycling activities around the Chilterns. Across the UK, CTC works with local authorities and other partners to deliver behaviour change and training interventions, reaching socially and economically excluded individuals and communities, improving health outcomes and promoting a wide range of other benefits including better air quality, reduced congestion and local economic growth.

Cycle Chilterns is one of the most innovative and diverse projects we have seen, and we have been particularly excited about the quality of partnership working it exemplifies (including with regional train operating companies and the private sector as well as local authorities) and its impact on tourism as well as active travel for everyday journeys.

CTC stands ready to support the continuation of the Cycle Chilterns project, and we very much hope the opportunity for LSTF to build on success and innovation is taken. This is an exceptional programme.

Yours sincerely

Gordon Seabright
Chief Executive

Appendix C: Equality Impact Assessment (EqIA) Template (LSTF Bid 2015 & SEP support)

Start date: 20.03.14	Completion date: 31.03.14	Scheduled refresh date: As Required	Version: 1
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Service:	Environment	Completed by (Please print name):	David Wilby
Signed off by (Lead Officer within the service)	<i>Matt Davey</i>	Signed off by (Improving Performance Team usually through email confirmation)	

What key decision activity are you completing this EqIA for? (Please circle as appropriate)

Policy/Strategy	Decision	Service
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Which year are you completing your EqIA for? (Please circle below as appropriate)

2012/2014	2013/2015	2014/2016
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STAGE 1: INITIAL SCREENING

1.1: Did you answer yes to any question in the EqIA Criteria Checklist? <i>If yes, then please complete the EqIA template. (Source: EqIA Criteria Checklist, Appendix B, EqIA Guidance)</i>	Yes	No
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If no, please provide an explanation below of why an EqIA is not required for the policy, function or service work you are implementing. Please send this to the Improving Performance Team for evidence and review.

1.2: What are the aims and objectives of the policy, decision or service?

The main objective of this service is to undertake a bid to the DfT's Local Sustainable Transport Fund Revenue completion 2014, as per guidance and application criteria specified by DfT. The application will seek revenue funding to support sustainable travel interventions based around creating rail and cycle tourism hubs have been used to increase growth in the visitor economy. The bid will extend the current ongoing LSTF project for additional year and will have a focus on legacy and transition by integrating projects across the Chilterns and developing great partnerships with all the Local Enterprise Partnerships as their draft Strategic Economic Plans are progressed.

STAGE 2: SCOPE AND DEFINE

2.1: Who are the main beneficiaries of the policy, decision or service? *List those groups who the work is targeting/aimed at.*

The project is aimed at developing cycle tourism in the Chiltern hills. The project is aimed at encouraging greater levels of cycling for leisure purposes supporting local economies in three gateways areas which include the towns of Twyford, Henley on Thames, Great Missenden, Chesham, Amersham, Tring, Berkhamsted and two additional towns of Wendover and Princes Risborough.

2.2: Who has been involved in the creation of the policy, decision or service? Who will it impact on?

E.g. focus groups, interviews, staff, service users. Also identify any groups, in addition to main beneficiaries who the work may impact on.

Funding from the DfT's LSTF revenue project will be used to support the development of Wokingham Borough Councils Local Transport Plan and the wider Strategic Economic Plan, promoted and implemented through the ongoing Economic Partnership process. The project is target toward the north western portion of the Borough and depends on partnership development with Oxford county Council as well the LEP. Wokingham Borough Council are committed to facilitating economic growth and reducing the impact of travel on environment and these are also key priorities for the economic partnerships attended by officers, elected members and leaders of the local economy. The resulting outcomes of these commitments will be to make transport as equitable and inclusive to all residents in the pursuit of the key objectives.

STAGE 3: INFORMATION GATHERING/EVIDENCE

3.1: What Secondary Data did you use in the creation of this EqIA (secondary data, is data collected by someone other than the user. Common sources of secondary data for social science include censuses, organizational records and data collected through qualitative methodologies or qualitative research)

The secondary data used for the development of the has been derived from government and national data sources, these can be listed as:

- Evidence of key stake holder consultation, e.g. LSTF key stakeholders developed over the 3 years of project development
- Chilterns railways passenger surveys
- First Great Western station access surveys
- Station parking surveys
- Chilterns Conservation Board tourist & stakeholder surveys
- Access to Borough and District Council urban centre surveys
- County Council transport assessments and travel surveys
- 2011 Census information

3.2: What Primary data did you use in the creation of this EqIA. (Primary data is collected by the investigator conducting the research examples of this are Consultation through questionnaire, focus groups etc).

Primary data has been collected since 2012 when the LSTF project started. Data collect on levels of cycling, at specific location throughout the Chilterns has been monitored and used to further develop the project with aim of producing a funded officer as a legacy to promote the Chilterns and cycle tourism.

STAGE 4: ASSESSING THE IMPACT

Please complete the impact assessment table below by identifying any function or service that is likely to touch on any of the 3 main duties of the Equality Act 2010, then select the protected characteristic that maybe effected by the decision.

STAGE 5: ADDRESSING THE ISSUES

Once you have identified the impacts, please consider ways to tackle each of the negative impacts identified in order to mitigate them by completing the mitigation section of the table.

IMPACT ASSESSMENT AND ACTION PLAN

Consider the 3 main duties set out in the Equality Act 2010

1. Eliminate discrimination, harassment, victimisation and other conduct that is prohibited under the Act

2. Advance equality of opportunity between persons who share relevant protected characteristics and persons who do not share it

3. Foster good relations between persons who share a relevant protected characteristic and persons who do not share it

Protected Characteristics	IMPACT ASSESSMENT			MITIGATION			
	(+ve/0/-ve)	Nature/Explanation	Main Duty (1-3)	Action required	Who is responsible?	By when?	Expected outcome
Race	0	The proposed scheme is unlikely to have a disproportional impact on this group compared to others		None, no specific issues have been raised via policy documents which support the proposal to progress the delivery of the project	Environment	Scheme completion if DfT application is successful March 2016	Greater use, choice and knowledge of sustainable travel initiatives for all tourist wishing to visit the Chilterns

Disability	0	The proposed scheme is unlikely to have a disproportional impact on this group compared to others		The design of the scheme includes for improved facilities for disabled users (Park and Ride site facilities designed to DMRB standards)	Environment	Scheme completion if DfT application is successful March 2016	Greater use, choice and knowledge of sustainable travel initiatives for all tourist wishing to visit the Chilterns
Gender	0	The proposed scheme is unlikely to have a disproportional impact on this group compared to others		None, no specific issues have been raised via policy documents which support the proposal to progress the delivery of the project	Environment	Scheme completion if DfT application is successful March 2016	Greater use, choice and knowledge of sustainable travel initiatives for all tourist wishing to visit the Chilterns
Age	0	The proposed scheme is unlikely to have a disproportional impact on this group compared to others		None, no specific issues have been raised via policy documents which support the proposal to progress the delivery of the project	Environment	Scheme completion if DfT application is successful March 2016	Greater use, choice and knowledge of sustainable travel initiatives for all tourist wishing to visit the Chilterns
Sexual orientation	0	The proposed scheme is unlikely to have a disproportional impact on this group compared to others		None, no specific issues have been raised via policy documents which support the proposal to progress the delivery of the project	Environment	Scheme completion if DfT application is successful March 2016	Greater use, choice and knowledge of sustainable travel initiatives for all tourist wishing to visit the Chilterns
Religion/ belief	0	The proposed scheme is unlikely to have a disproportional impact on this group compared to others		None, no specific issues have been raised via policy documents which support the proposal to progress the delivery of the project	Environment	Scheme completion if DfT application is successful March 2016	Greater use, choice and knowledge of sustainable travel initiatives for all tourist wishing to visit the Chilterns
Gender Reassignment	0	The proposed scheme is unlikely to have a disproportional impact on this group compared to others		None, no specific issues have been raised via policy documents which support the proposal to progress the delivery of the project	Environment	Scheme completion if DfT application is successful March 2016	Greater use, choice and knowledge of sustainable travel initiatives for all tourist wishing to visit the Chilterns
Pregnancy and maternity	0	The proposed scheme is unlikely to have a disproportional impact on this group compared to others		None, no specific issues have been raised via policy documents which support the proposal to progress the delivery of the project	Environment	Scheme completion if DfT application is successful March 2016	Greater use, choice and knowledge of sustainable travel initiatives for all tourist wishing to visit the Chilterns

STAGE 6: REVIEW & SCRUTINY

6.1: Has your EqIA been considered at your service's Management Team for discussion? *Please tick as appropriate. If yes, please include date of Management Team meeting where EqIA considered.*

Yes

If yes, 22.03.2014

No

6.2: After discussion with Management Teams, please list comments, criticisms or alternative approaches suggested regarding the impacts and actions of the policy, decision or service. What changes, if any have been taken following discussion with your service Management Team?

None required

STAGE 7: PUBLICATION AND COMMUNICATION OF RESULTS

7.1: How will the assessment, consultation and outcomes be published and communicated?

The consultation and outcomes will be published according to WBC & DfT guidelines for a scheme of this magnitude, should the application process be successful.

STAGE 8: EMBEDDING ACTIONS INTO DELIVERY PLANS

8.1: Has your delivery plan been updated to incorporate the activities identified in the EqIA to mitigate any negative impacts that you have discovered? These could be service, equality, project or other delivery plans. **Note:** If you did not have sufficient data to complete a thorough impact assessment, then an action should be incorporated to collect this information in the future.

Yes

Appendix D: Schemes Impact Pro-Forma

LSTF 15/16 Revenue Competition

Package 1 - Integrating rail and bike & Package 4 - Sustainable Travel Scheme Information

For cycling/walking elements of your bid, please provide the following data - if available			
Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Assessment Report).
Description of infrastructure/facilities	Without the extension the packages will not be able to maximise the impact on the capital improvements made to stations. New opportunities will not be reach the the 8.5 million regular rail users in the area.	13,000 new commuter trips by bike will be created reducing carbon emissions and congestion at rail stations. Regular participants will benefit from improved health and wellbeing benefits.	
Route length (km)			
Average trip length (km)			
Average cycling speed (kph)			
Number of users (per day)			
Percentage of additional users that would have driven a car otherwise.	N.A.		

Package 2: Cycle Tourism Grown & Package 5: Wider Awareness

For cycling/walking elements of your bid, please provide the following data - if available			
Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Assessment Report).
Description of infrastructure/facilities	Without the package, visitors will not be made aware of the increased opportunity to switch from car use to sustainable modes. Congestion, and air quality issues will continue to increase. The tranquility of the area, a major draw to visitors, will be disrupted and may have a negative impact on the tourism economy.	Increased sustainable travel choices will encourage up to 3,000 new visitors to the area. 100,000 visitor trips will switch from car to sustainable modes. Areas previously out of reach to those without a car will be opened up. The reduction in CO2 will improve the air quality of popular tourist towns. Congestion and reliability of journeys will also be improved.	
Route length (km)			
Average trip length (km)			
Average cycling speed (kph)			

Number of users (per day)			
Percentage of additional users that would have driven a car otherwise.	N.A.		97%

Package 3: Behaviour Change

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

Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Assessment Report).
Description of infrastructure/facilities	Without the Behaviour Change packages the local population will not have the opportunity to sample cycling. Economic benefits from improved health, productivity and reduced absenteeism will not be experienced.	Focussed behaviour change packages will engage around 9,000 new participants to take part in cycling activity. A step change in behaviour will be encouraged, improving health and adding positive economic impacts.	
Route length (km)			
Average trip length (km)			
Average cycling speed (kph)			
Number of users (per day)			
Percentage of additional users that would have driven a car otherwise.	N.A.		

