

# Southampton

Driving our cycling ambition into local towns, schools, colleges and work places

9 September 2016



## Access Fund for Sustainable Travel Revenue Competition - Application Form



Bids should be no more than 30 pages long (excluding the cover page, S151 officer signature page, and any supporting documents listed as exempt in the [guidance document](#)).

### **Applicant Information**

**Local transport authority name(s):**

Southampton City Council (Lead Authority)  
Hampshire County Council

**Bid Manager Name and position:**

Neil Tuck, Programme Manager, Southampton City Council

**Contact telephone number: 02380833409**

**Email address:** [neil.tuck@southampton.gov.uk](mailto:neil.tuck@southampton.gov.uk)

**Postal address:** Southampton City Council  
Civic Centre  
Southampton  
SO14 7LY

**Website address for published bid:** <http://southampton.gov.uk/roads-parking/transport-policy/transport-funding-bids.aspx>

*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:** Southampton: Driving our Cycling Ambition into Local Towns, Schools, Colleges and Workplaces

### **A2. Headline description:**

The bid aims to deliver a bold ambition for sustainable economic growth, supported through an increase in active travel. The bid will build on the award winning "My Journey" behaviour change programme to deliver Southampton's Cycling ambition. A corridor focussed programme of revenue projects will promote cycling and walking in the city and wider Travel to Work area and will be supported by planned capital investments. The ambition is to create a cycling and walking culture that enriches people's lives and provides them with realistic travel choices to access work, education, enhance skills, get more active and tackle the pressing air quality problem across the Southampton area.

### **A3. Type of bid**

a) This bid is:

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

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

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

**A4. Total package cost (£):** £3,125,455

**A5. Total DfT revenue funding contribution sought (£):** £2,294,155

**A6. Local contribution (£):** £831,300

Source	Revenue (£)	Capital (£)	Details	Letter attached
SCC		390,000		S151
HCC		18,000		Partner
EBC	86,000			Yes
HCC PH	32,300			Yes
Uni of Soton	50,000			Yes
City Deal	30,000			Yes
Cycling UK	30,000			Yes
British Cycling	195,000			Yes
<b>TOTAL</b>	<b>423,300</b>	<b>408,000</b>		

### **A7. Equality Analysis**

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

Yes  No

**A8. Partnership bodies:** Letters for support have been received from the following organisations and businesses, and are included in Appendix 1.

**Hampshire County Council:** Partner to SCC in this joint bid, Hampshire County Council will be responsible for delivery of the bid proposals alongside SCC.

**Solent LEP:** Responsible for overseeing the Strategic Economic Plan for Solent and has identified transport investments to support long term economic growth.

**Watermark West Quay:** Major retailer in the City, which will soon open is new leisure complex that will support economic growth and job creation.

**ABP Southampton:** Operator of the Port of Southampton, a major local employer (5,000 in Southampton, 15,000 across Solent). We will work with through workplace Travel Plan network and improving cycling and walking infrastructure within the Port estate.

**City Deal:** Key delivery partner. Over the next 2 years they will be working with 600 long term unemployed people with health conditions and 250 NEET young people across the Southampton Travel to Work Area to support them into work and training.

**Southampton Businesses:** Local businesses/organisations that have benefitted from the workplaces support package in the LSTF programme and will act as ambassadors. These include Ordnance Survey, West Quay, Red Funnel, and Carnival UK.

**Hampshire Chamber of Commerce:** Independent voice for business; representing 4,000 local businesses in the South Hampshire region.

**Sustrans:** Leading sustainable transport charity and partner in Southampton's Centre for Sustainable Travel Choices programme.

**British Cycling:** National cycling organisation and partner with SCC, delivering led rides, training and support for SkyRide.

**Public Health Southampton:** Delivery partner and board member in the Centre for Sustainable Travel Choices programme.

**University of Southampton:** The University continues to invest in sustainable transport solutions to support the high number of students that live in the City.

**Eastleigh College:** Receiving Local Growth Deal support to expand opportunities for apprenticeships. This bid will support those seeking to access Eastleigh College.

**Transport Research Group, University of Southampton** – a nationally acclaimed department within one of the UK's leading research Universities, responsible for monitoring and evaluation of this project.

**Solent Transport:** Partnership body between Hampshire County Council, Portsmouth and Southampton City Councils and Isle of Wight Council.

**Eastleigh Borough Council:** Within Hampshire County Council covering a significant part of the journey to work area for Southampton.

**New Forest District Council:** A District Council within Hampshire County Council covering a key part of the journey to work area for Southampton and a key supporter of the bid.

**Test Valley Borough Council:** Within Hampshire County Council covering a key part of the journey to work area for Southampton and a key supporter of the bid.

**Highways England** - Highways England support better quality sustainable transport solutions. Their latest proposals for Redbridge Roundabout and the A3024 demonstrate their commitment to these ideas within the Southampton area.

**Regulatory Services, SCC:** Air quality management team, board member in the Centre for Sustainable Travel Choices programme and delivery partner.

## **SECTION B – The Business Case**

### **B1. Project Summary**

Following investment in cycling infrastructure and behaviour change (funded by LSTF) we have initiated the beginnings of a cycle culture within Southampton and the surrounding area. This has seen cycling rise to 7% along our three targeted corridors. We are now so confident that this is the right thing for the city that Southampton City Council and Hampshire County Council, with support of other organisations are planning to invest over £19m towards new cycle and walking infrastructure in the city and surrounding Hampshire towns by 2020. This activity is focused on three key corridors where evidence suggests there is latent demand. We are now asking for just over £2m to support a range of promotional activities whilst we undertake this investment. Our target is to increase the mode share of cycling on our three key corridors to 15%.

The strategic case shows that the city has all the right conditions to create a cycling culture in terms of very short commuting distances, busy road networks, flat topography and a well-established behaviour change brand – My Journey. In addition we also have a proven track record of delivery and in achieving successful outcomes. These are recognised through marketing awards for the My Journey campaign and through Southampton being Transport City of the Year in 2014 and runner up in 2015. This should give DfT the confidence that Access funding will be spent on behaviour change activity that will and have a real impact.

There are other reasons to invest Access funding in Southampton. We have a new air quality designation because we have been identified as having one of the highest levels of air pollution in the country leading to premature mortality, we are also one of the most socially excluded areas in the country and this gap is widening. The interventions included in this proposal have a direct positive impact on both these issues.

This Bid will focus on delivering cycling and walking revenue projects that are supported by capital infrastructure investments within the Southampton Travel to Work (TtW) area. This will directly support the primary Access Fund objectives by providing local people with realistic travel choices to access work, education, enhance skills, get them active and tackle the pressing air quality problem for the Southampton area with the ambition to make cycling the social norm. The Bid is a package of projects organised into three elements:

**Element 1: Getting into Work and Training** - using cycling as a means of getting into employment and training, with a focus on reducing transport barriers for long term unemployed people who are seeking a job or training, and working with employers to enable more staff to cycle and walk to work;

**Element 2: The Cool Route to School** – delivery of projects which engage with pupils and parents to build awareness, skills and confidence making travel to school by bike and on foot cool.

**Element 3: Developing a Cycling and Walking Culture** – Increasing cycling and walking through a totally new and much anticipated Legible Cycle Network, a week long Cycle Festival and grass roots support with targeted community groups designed to overcome barriers to physical activity. These activities will add benefit to the planned capital investment in cycle and walking infrastructure.

The revenue components of the Bid will complement capital investment in cycle and walking infrastructure targeted along three key corridors that connect to major employment, training and education sites. This planned investment is being delivered by the local authorities, Local Growth Deal, Highways England and partners including University of Southampton and ABP port of Southampton totalling £19.1m over the period 2016 to 2020. This ensures that the benefit of investing in the infrastructure can be maximised through the added value

derived from the package of behaviour change activities in this Bid. The £19.1m of supporting Infrastructure Schemes with cycling and walking elements due to be delivered 2016-2020 are:

#### **Western Corridor**

- Cycle infrastructure schemes in Totton, Romsey and Southampton along the corridor (SCC/HCC), Redbridge Roundabout including enhanced pedestrian and cycle facilities (Highways England)
- Millbrook Roundabout enhanced pedestrian and cycle facilities (SCC/Solent LEP), and
- Walking and cycling access and infrastructure in the Port of Southampton (ABP).

#### **Northern Corridor**

- Cycle infrastructure schemes in Eastleigh, Chandlers Ford and Southampton along the corridor (SCC/HCC), and
- Sustainable transport infrastructure and projects at the University of Southampton.

#### **Eastern Corridor**

- Cycle infrastructure schemes in Hedge End, Botley and Southampton along the corridor (SCC/HCC),
- Botley Bypass including a pedestrian and cycle facility (HCC),
- Solent Gateways scheme – relocation of Red Funnel Isle of Wight ferry terminal with cycling and pedestrian facilities, and
- M27 Southampton Junctions Project including new and enhanced cycle and pedestrian facilities along the corridor and replacement of sub-standard Northam Rail Bridge (Highways England/SCC).

The Bid also complements LGD funding of £9m at Eastleigh College to improve its teaching accommodation as part of a skills improvement programme, £7.78m at Centenary Quay, Woolston delivering 342 new homes and public realm improvements, and recently completed LGD funded £7m Station Quarter North public realm and multi modal transport interchange at Southampton Central Station.

#### **Headline Programme Outputs**

- Double the mode share for cycling from the current 7.2% to 15% along the three corridors will mean an additional 1,572,120 cycle stages resulting in 6.6m car miles will be saved annually by 2020,
- An additional 2.6m journeys to and from work by bike and 2.7m miles walked to and from work by 2020,
- An additional 5,899 regular cyclists on the network through the workplaces and schools schemes,
- Support completion of £19.1m worth of cycling and walking infrastructure investment along the three corridors totalling 31.7km,
- Support the Southampton Clean Air Strategy targets to reduce levels of recorded NOx in the city's AQMAs and reduce the fraction of mortality attributable to poor air quality,
- Provide bespoke travel advice to 600 long-term unemployed people as they find active ways of getting back into work, with specific goals for the care industry.
- Support 500 new members of staff getting employed at Watermark West Quay,
- Doubling the number of businesses and employees engaged through an expanded Travel Plan Network from a current base of 53 businesses.
- Engaging with over 15,000 students at 38 schools to increase mode share for the number of pupils cycling, walking and scooting to school to 74%,
- Delivery of Legible Cycle Network wayfinding information signs along the three corridors, and
- Over 15,000 people engaged in active travel events each year.

# Our proposal



## The Bid

### ELEMENT 1 Getting into Work and Training

- Solent Jobs - pilot
- Port of Southampton
- Watermark West Quay
- Eastleigh College
- Work place engagement and tool kits

### ELEMENT 2

#### The Cool Route to School

- School travel planning
- Clean air school's challenge
- Biket

### ELEMENT 3 Developing a Cycling and Walking Culture

- Showcasing cycling with My Journey
- Legible Cycle Network
- Showcasing walking with My Journey
- Cycling Festival

### Supporting Walking and Cycle Capital Infrastructure

- Local Growth Deal Funding
- Capital Infrastructure
- Highways England Funding

## Description of Bid Package

A description of the bid package and what it will deliver is below, the rationale for why this is the best approach for Southampton Travel to Work area is expanded on in the Strategic Case (B2).

### **Element 1 – Getting into Work and Training**

#### **Key Outputs:**

- Providing bespoke travel advice to 600 long-term unemployed people as they find active ways of getting back into work,
- Support 500 new members of staff getting employed at Watermark West Quay,
- From current engagement with 53 businesses, double the number of businesses and employees engaged through an expanded Travel Plan Network.

Who is it for: Residents, Job-Seekers, Commuters, Businesses and Visitors

Strategic Case support: Access to new and existing Employment, Skills & Training; Increasing Cycling & Walking, Air Quality, Tackling Traffic Congestion.

**Element 1** consists of three projects focussed on using cycling as a means of supporting the Southampton TtW economy. The projects will reduce the commonly stated transport barriers for people not pursuing a job or training opportunity and work with existing employees from some of the area's largest workplaces to promote journeys that are cycle-able. To have the greatest impact on long term behaviour change, these projects will have a geographic focus along the three transport corridors where supporting walking and cycling infrastructure is being built and where there is areas of high employment density.

#### *i) Solent Jobs Pilot*

- A dedicated Travel Advisor (0.6x FTE) and resources will be provided over a two year period (2017-2019) to integrate travel support and advice in the Solent Jobs Pilot programme, working with 600 of the very long-term unemployed<sup>1</sup> as part of the Southampton-Portsmouth City Deal;
- A specific focus for this support through the City Deal will be for the care industry, where lots of job opportunities exist but can't be filled as employees are reliant on driving between appointments where care is required and also struggle to get there on time and find parking. Active travel options can help to eliminate some of these barriers so carers can travel direct to client appointments without the need for a car or parking. Active travel modes offer more control over journey times, reduce congestion, pollution, fuel and parking costs;
- The Advisor will provide tailored travel planning support and advice advocating affordable and active travel alternatives to the private car, such as Wheels 2 Work, to overcome the transport barriers such as placements in shift work where public transport does not run.

#### *ii) Travel Assistance Points*

A Workplace Travel Plan Advisor (1x FTE) and resources will provide tailored travel advice and cycle support services with three employment and training providers, listed below, within the TtW area to make active travel a habit from day one of their employment or training. The advice will be targeted for those seeking to work, start apprenticeships or attending college. Research has shown that intensive engagement at 'transition points' represent the best opportunities for embedding active travel behaviours.

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<sup>1</sup> NEETs who were not successful in getting a placement through the City Deal Work Programme and not working for a minimum of 24 months

- Port of Southampton – one of the biggest employers (5,000 in Southampton and supporting 15,000 jobs across the Solent) adjacent to investment being made in the Western Cycle Corridor and a significant contributor to NOx and CO2 emissions;
- Watermark West Quay – a major £85m leisure-led development (cinema, bowling alley, 200 residential units and 20 restaurants) in Southampton city centre where the three cycle corridors meet is due for completion over the next 12 months providing 500 new jobs;
- Eastleigh College – provides education and skills training to 18,000 students covering standard 16-19 years olds in full-time education, 2,000 apprenticeships, employee development, and adult education. Located close to Eastleigh town centre on the Northern Cycle Corridor. It has been provisionally awarded £9m Local Growth Fund funding by the Solent LEP to renovate and expand its campus buildings to provide skills and knowledge that local employers require.

*iii) Workplace Travel Plan Network*

- A Workplace Travel Plan Advisor (1x FTE) will work closely and more intensely with major employers located along the three key cycle corridors by expanding the existing successful Southampton Travel Plan Network (TPN). This will have an emphasis on cycling activities and incentives designed to increase the number of people walking and cycling to work. The current TPN has 53 business engaged primarily in Southampton city centre, and we will expand the TPN to businesses in the wider Travel to Work area including the Port of Southampton, University of Southampton, and businesses in Chandlers Ford/Eastleigh, Totton/Waterside and Hedge End/Botley/Hamble;
- We will provide a tailored package of resources, initiatives, activities and incentives targeted at workplaces keen to work with us. Initiatives will include a toolkit for self-promotion made up of template promotional materials, induction packs for new starters, promotional events to launch and support cycle initiatives, cycle support services and grants for improved facilities for cyclists (cycle parking, changing facilities, information) matched by SCC/HCC and the business;
- Participating members will sign up to a 'Cycle Charter' through the STARS initiative to target, measure and sustain good practice - with an emphasis on increasing the number of cyclists;
- By 2020 the TPN will be self-sustaining and working proactively with the Solent LEP in identifying transport improvements within the area that lead to significant economic development.

**Element 2 – The Cool Route to School**

**Key Outputs:** Engage with over 15,000 students at 38 schools to increase mode share for the number of pupils cycling, walking and scooting to school to 74%,

Who is it for: Residents and Schools.

Strategic Case support: Access to Education; Increasing Cycling and Walking, improving Air Quality and Tackling Traffic Congestion.

**Element 2** consists of four projects and looks to promote sustainable access to education in the Southampton Travel to Work area. Daily school run traffic places considerable demand on the transport network at peak times, causing localised congestion and delays that negatively affect businesses, freight/delivery operations and air quality. We will work closely with schools on four projects to influence travel behaviour of pupils and parents by promoting the benefits of active travel to school and influencing parents everyday travel choices.. Partnership working between Sustrans, SCC and HCC has already established a well-supported core programme for schools of Bike-It and STARS. Of the 144 schools within the target area, 38 schools will be prioritised for intensive engagement against criteria of proximity to the main key corridors and associated promotable infrastructure, levels of

previous engagement with the school, Bikeit engagement, proximity to Air Quality Management Areas (AQMAs) and levels of car mode share. The four school projects are:

*i) Clean Air Schools Challenge*

- In response to DEFRA identifying the Southampton area as one of the five UK cities that are predicted to exceed limit values for NO<sub>x</sub> in 2020, funding will support development, training and delivery of a Clean Air Schools Challenge & Exhibition. This will visit five schools a year in the Southampton TtW area to raise awareness of the air quality issues and provide information on how cycling and walking can help tackle the problem.
- This new activity will build on the success of a pilot scheme run in 2015. During the summer holidays the exhibition will be a temporary exhibition at Southampton's Sea City Museum and The Point in Eastleigh to further promote the issue and demonstrate how everyone can play their part in improving air quality.

*ii) Bikelt*

- We will continue the well-received Bikelt programme engaging with schools that has operated in the Southampton TtW area over the past four years. It will provide for 1xFTE covering Southampton, for which funding is currently secured until spring 2017, and 1x FTE covering Hampshire (Eastleigh/Chandlers Ford, Totton & Hedge End), plus resources to deliver activities in schools. The Bikelt programme has engaged with 32 primary and secondary schools and over 9,000 children and this project will engage with a further 38 schools and potentially 15,300 pupils, plus staff and parents.

*iii) School Travel Planning*

- We will continue in-depth support for schools through the Modeshift STARS programme to achieve modal shift to cycling and walking. We will provide for 1.8xFTE School Travel Plan Officers to coordinate the Bikelt sessions and STARS accreditation, managing the core activity programme and stakeholder engagement. The successful bid would support 1 FTE covering Southampton (an increase in provision from the current 0.6 FTE, for which funding is secured till spring 2017), and 0.8 FTE covering Hampshire. (Eastleigh/Chandlers Ford, Totton & Hedge End) with resources to deliver activities and events. In the Bid area, 32 schools are already on the STARS programme and this project will continue that engagement and increase it to 38 plus capital funding support to deliver local infrastructure in and around the schools (e.g. cycle/scooter parking, cycle routes and DIY Play Streets).

*iv) Core Programme Activity*

- To maintain and grow these levels of active travel to school and make everyday cycling cool, we will the core programme of activities, using the successful initiatives 'Walk to School Week', Road Safety Training and The Big Pedal at 38 schools over the Bid period.

**Element 3 - Developing a Cycling and Walking Culture**

**Key Outputs:** Delivery of Legible Cycle Network wayfinding information signs along the three corridors, and over 15,000 people taking part in active travel events each year

Who is it for: Residents, Commuters, Businesses Visitors and Schools

Strategic Case support: Access to Employment, Skills & Training, Access to Education; Increasing Cycling & Walking, improving Air Quality and Tackling Traffic Congestion.

**Element 3** consists of three projects and is focused on supporting the increases in people walking and cycling, whether this is to work, school or for fun. It is centred on developing a vibe and culture for cycling by promoting new and existing infrastructure, raising the profile of cycling where everyone can take part, making it easy to get back into cycling. This is an essential part of the Bid as it is aimed at widening people's active travel choices so that the

Southampton area can grow sustainably and meet its challenges around air quality, physical inactivity and sustainable economic growth.

*i) Legible Cycle Network*

- We will develop a consistent Legible Cycle Network for signing and information to continue to raise the profile of cycling and increase awareness of the three cycle corridors (total of 31.7km) where cycling infrastructure is being invested. This will also give new and future users the ability to navigate the best cycle routes confidently and tackle barriers around people's knowledge about the cycle routes and connections;
- Funding will be for phase 3 and 4 of the project, builds on the previously funded LSTF phases 1 and 2 (an audit of the key corridors of the network and development of a 'tube map'). Phase 3 is GIS mapping and audit of the next levels of the network - district routes, quietways and greenways to help map and plan improvement works. Phase 4 will develop the look and feel of the brand and implementation of the wayfinding and Bike to Bus (Eastleigh only) infrastructure along the three corridors with colour coded logos, signs and maps (linear and traditional) on interactive totems – including one VMS totem to support mobility on the go.

*ii) Southampton Cycle Festival*

- We will expand Southampton's successful mass participation event (SkyRide) to become the Southampton Cycle Festival - a week of activities and events that celebrates cycling across all sectors – with the aim of making cycling the social norm. The Festival week will comprise of the Big Bike Ride (SkyRide which attracted 12,000 people in 2016), the Big Bike Race (establishing a sportive/race e.g. 'Mayflower Classic' to attract elite level teams along with amateurs), supporting events/promotions, led rides (SkyRide Local), challenges (Commuter Cycle Challenge) and activities around the city in workplaces, civic spaces and schools. This aim will be to grow cycle participation by allowing people the opportunity to improve their cycle confidence by using traffic free/closed roads. Funding is required to initially support the Big Bike Race, maintain the 'free' element (family mass participation Big Bike Ride), and grow the income from the commercial, sponsorship and entry fees for the Big Bike Race to support the whole Festival. Other key partners include British Cycling, Sustrans, CyclingUK, local bike projects/groups, businesses, social cycling and volunteers.
- Alongside the flagship Southampton Cycle Festival will be a complementary local 'mini' cycling festival in each of the towns across a day coinciding with other events that are taking place (e.g. Eastleigh Carnival), to bring the cycling vibe into communities that aren't currently engaged or experience the opportunities. In addition there will be a Local Big Bike Ride that has the same ethos as the bigger version, around providing an environment where a family or those less confident can cycle and gain confidence.

*iii) Join the Club*

- We will take a bottom up approach to growing cycling and walking by empowering and resourcing local community groups who organise and participate in regular cycling activities for their members and the wider community through events such as the Big Bike Revival and CyclingUK's Community Clubs Programme.
- A Community Cycle Officer (1x FTE) will work with groups to create tailored activities which meet their needs and interests. Once established they can provide the club/group with support and equipment to enable to group to continue to incorporate cycling as a regular fixture. In the Southampton area this will focus on getting cycling into deprived communities, getting women – particularly new Mums with babies – back onto their bikes, minority groups and disenfranchised youth. We will also work with different areas of cycling (e.g. BMX, elite/club, mountain bike, stunts) as a way of getting people into cycling or riding a bike and making it the social norm.
- We will expand the network of Bike Kitchens by resourcing community hubs in Hedge End, Eastleigh and Totton with maintenance facilities and cycle refurbishment for cheap/low cost resale to increase access to a bike in low income communities.

### **Showcase Cycling and Walking – Annual package of promotion and marketing**

A key strand linking the three elements is the continued use of the award winning marketing campaign – My Journey. A 1x FTE Marketing Officer will develop a clear message that showcases cycling and walking so that it is seen positively as a everyday transport mode. My Journey is a market tested, engaging and memorable brand that uses illustration to communicate its key messages in relation to active travel. One of the advantages for this proposal is that it's a shared asset for both Hampshire and Southampton whereby all communications can utilise the same creative for campaigns and marketing materials; leading to efficiencies and savings. My Journey brand awareness is at 43% in the wider Hampshire area and over 50% in Southampton with clear indications of achieving behaviour change through campaigns. This brand will be used to communicate all aspects of this bid. The annual programme consists of:

- Promotion/launch of new cycle and walking infrastructure along the three corridors,
- A major cycle related campaign with a themed message around how cycling can improve health, save money, tackle air quality, reduce carbon emissions and improve safety, as a method of breaking down the barriers/changing the image around cycling to make it attractive, cool and a social norm;
- Targeted support at events (e.g. Mayflower 400 celebrations, Southampton Boat Show) with temporary cycle parking hire or My Journey Roadshows;
- Target support for particular audiences or groups that do not have high levels of cycle participation – e.g. women, deprived neighbourhoods;
- Campaign support for the Cycle Festivals, workplace and schools projects e.g. BikeWeek, Walk to School; and
- Development, promotion and marketing of walking trails and walking related activities e.g. Marwell Zoo's Zany Zebras.
- All marketing communications direct online traffic to the My Journey website which to date over 1,000,000 pages have been viewed in over 550,000 sessions by more than 430,000 visitors. It is anticipated this will increase by at least 20% year on year. Social Media will be used to engage our audiences in quicker and shorter communications designed to be shared with other stakeholders, family and friends. The My Journey brand has won awards and / or been shortlisted ten times over for marketing excellence within its professional sector and that of sustainable travel. Examples include professional marketing bodies such as the CIPR and PRCA. Other awarding bodies include The Guardian, UK Public Sector Marketing Awards and Smarter Travel Awards.

## **B2. The Strategic Case**

### **The Strategic Challenges**

#### **The Solent suffers from congestion which is holding back economic growth.**

The Solent economy is currently worth over £25.8bn GVA (2011 prices), and the ambition of both local authorities and the Solent LEP are to achieve significant economic growth targets, aiming to increase both productivity per job and GVA. However, whilst employment growth in Solent has exceeded expectations, productivity per job remains 12% below the South East average and 5% below the UK average as reported by Oxford Economics. Part of the cause of this loss of productivity was attributed by Oxford Economics to congestion. Currently, average journey speeds are 32% lower than the national average.

#### **Short motorised journeys effect on to urban congestion**

Shorter trips are having a large effect on overall traffic patterns, particularly in urban areas. Analysis by Solent Transport using their SRTM of trip length of motorised journeys shows

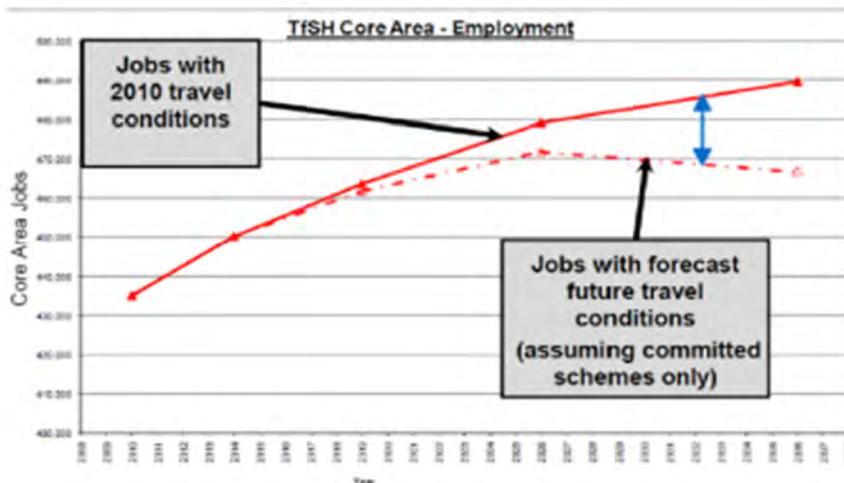
that 38% of all internal car trips within the mainland area are less than 5km in length and this rises to 56% in the most densely populated areas, which includes Southampton.

Nationally, research has found that the school run contributes 24% of overall traffic in the morning peak. In Southampton, over 40 schools have catchment area within 500m of a key arterial route into the city centre.

### **Congestion will get worse if left unaddressed**

It is anticipated that Southampton's population will rise from around 240,000 currently to 285,000 in 2036, which could potentially increase total travel demand from 712,000 trips in 2014 to almost 800,000 in 2036. Without addressing this increase in traffic, the total time lost in delays is set to increase by more than 50% compared to 2010 levels. Most delays currently occur in the urban areas on radial routes into the city centres, as well as within the city centres. Analysis within the South Hampshire Transport Development Plan also predicted increasing levels of congestion over the period to 2026 with traffic flows increasing by 13%. And these problems are forecast to worsen in the future.

A decline in jobs post 2026 is predicted if no changes are made to the forecasted increase in traffic, as modelled by the Local Economic Impact Model component of the SRTM. The LEIM modelled the economic impact of this increasing congestion on jobs and housing growth, compared to a scenario where congestion doesn't worsen. Whilst the impact is limited in the short term, over the medium to longer term, it is significant. In an area already underperforming in terms of productivity, this is a clear problem.



### **Too many people in the Southampton area have poor health**

Traffic is responsible for poor air quality leading to premature death DEFRA have identified the Southampton area as one of the five UK cities that are predicted to continue to exceed limit values for NOx in 2020 and road traffic emissions make a significant contribution to this. Data from Public Health England for 2015 has estimated that particulate air pollution causes 262 excess deaths per annum in the Southampton Journey to Work Area.

As a consequence of the model for continued exceedance, DEFRA has nominated Southampton as a location for a mandatory Clean Air Zone to meet the 2020 EU air quality limits. Other leading institutions have also weighed in; the World Health Organisation latest data shows that Southampton is one of 11 urban areas across the UK and Ireland breached the safe limit set for PM10.

There are eleven AQMAs in Southampton, three in Eastleigh Borough and one in the New Forest at Totton; these are all on transport corridors with high levels of road traffic. 44 schools have an AQMA either within their catchment area, or within 500m of their catchment area.

An analysis of Chronic Obstructive Pulmonary Disease registers showed that the crude prevalence rate of those with COPD was 1.7%; significantly higher than the England average. Further analysis by Southampton Public Health mapping COPD hospital admissions showed higher rates in Redbridge, Millbrook and Freemantle—all along key traffic corridors to the Port of Southampton and City Centre.

### **Physical activity rates are low and obesity is high**

In Southampton, only 24% of adults are considered to be physically active (i.e. meeting the Chief Medical Officer's recommendation of participating in 30 minutes of moderately intensive activity three times per week).

Southampton is seventh place for the highest levels of obesity in the UK, according to the recent obesity report from the Health and Social Care Information Centre (HSCIC). Their analysis of hospital admissions found that out of every 100,000 people in Southampton there were 1,755 admissions where medics recorded a "primary or secondary" diagnosis of obesity. That is more than double the national average of 811 per 100,000 admissions. Overall, an estimated 63.5% of adults are classified as being either overweight or obese and In Southampton, it is estimated that obesity alone costs £4.5m per annum and if other diseases that raise BMI are included, this increases to £28.9m (Source: Public Health Southampton).

In Southampton, childhood obesity is most prevalent in the most deprived wards, where 23% of Year 6 children are obese compared to 15% in more affluent wards. Low physical activity rates is a national problem, with less than a quarter of primary school students meeting the suggested physical activity guidelines, and dropping to 11% of secondary school students.

### **The Southampton area has a high level of social exclusion, which is getting worse.**

Within the Southampton Journey to Work area, there are significant pockets of deprivation and social exclusion in Southampton. In 2015, it was ranked as the 67th most deprived local authority area (out of 326) in the Index of Multiple Deprivation (IMD). This has worsened since 2010, when it was ranked 81st. Southampton now has a greater number of Lower Layer Super Output Areas (LSOAs) within the 10% most deprived in England, compared with IMD 2010 (an increase from 10 to 19). Almost 70% of LSOAs are more deprived in relative terms, compared with 2010. In addition, LSOAs in central Totton, central Eastleigh and Bishopstoke, and Millbrook have over 25% of households without access to a car, rising to over 40% of households in Newtown, and Northam. If more isn't done to increase transport alternatives to work, these communities' isolation and deprivation will only worsen.

There are wider impacts beyond the economy and transport access. Areas of multiple deprivation are adversely impacted on public health issues as well—both in terms of rates of obesity, children living in poverty, and air pollution. Redbridge, Millbrook, Northam, and Newtown all over 90th percentile on IMD and have AQMA areas running through their neighbourhoods. With car ownership and driving lower than average in those areas, they are suffering from congestion that they are contributing less to.

Solent LEP have also identified getting more people into work as a key target for the region as a whole. They have set a target as part of their Strategic Economic Plan to increase employment rates to 80% from the current 78% and improve economic activity rates from 80% to 81%.

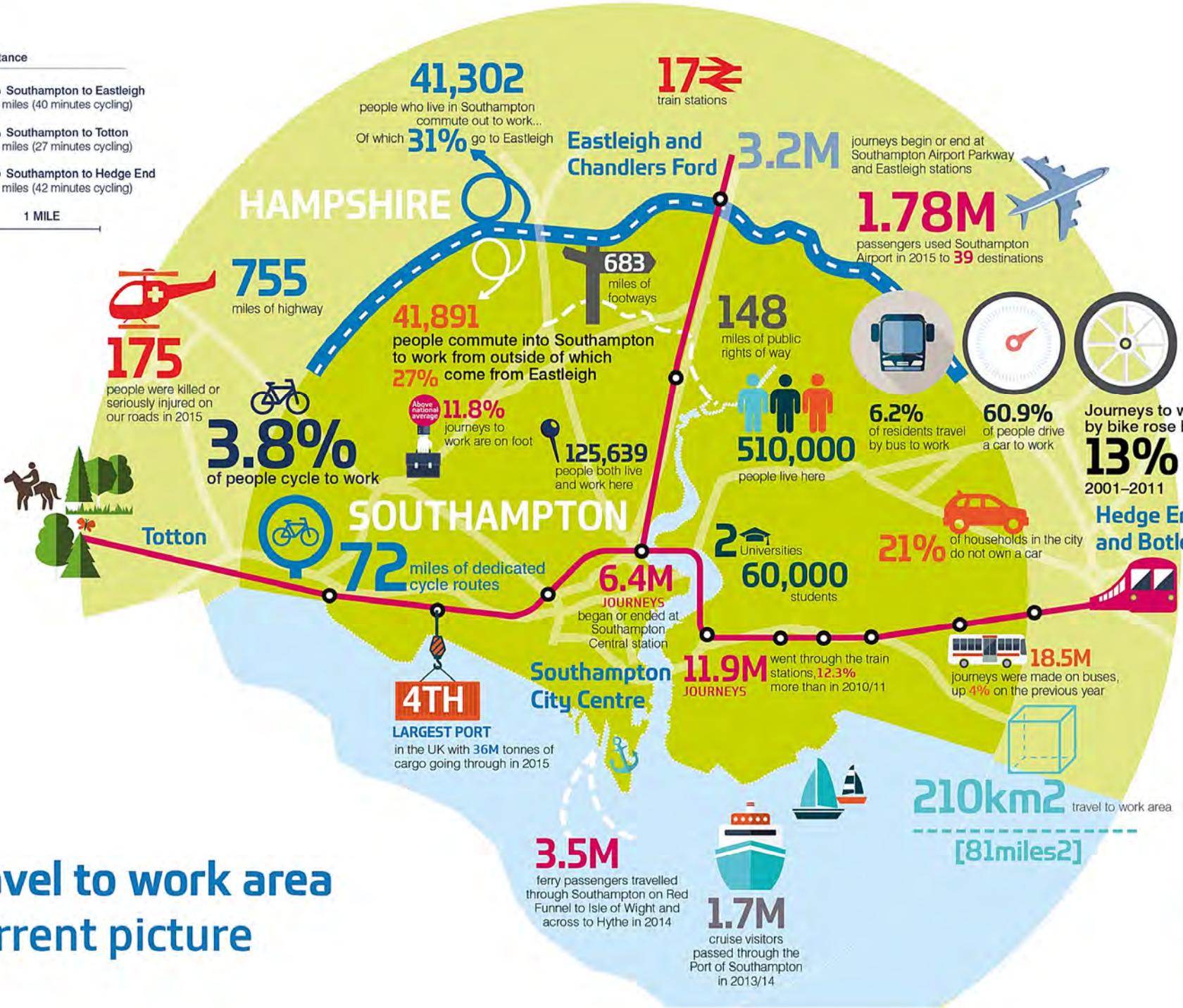
Distance

Southampton to Eastleigh  
5.9 miles (40 minutes cycling)

Southampton to Totton  
3.8 miles (27 minutes cycling)

Southampton to Hedge End  
6.1 miles (42 minutes cycling)

1 MILE



# Travel to work area Current picture

## **The Strategic Approach**

In 2011, to support addressing the strategic challenges identified above as well as the wider transport needs of the region, the three mainland Solent Transport authorities (Hampshire County Council, Portsmouth and Southampton City Councils) agreed a joint South Hampshire Local Transport Plan (LTP) Strategy, covering the period to 2031. This was then incorporated into individual authorities' Local Transport Plans.

### **Policy Context**

The South Hampshire LTP3 (2011-2031) identified a number of proposed outcomes, all of which are relevant to this Bid:

- Reduced dependence on the private car through an increased number of people choosing public transport and the 'active travel' modes of walking and cycling;
- Improved awareness of the different travel options available to people for their journeys, enabling informed choices about whether people travel, and how;
- Improved journey time reliability for all modes;
- Improved road safety within the sub region;
- Improved accessibility within and beyond the sub region;
- Improved air quality and environment, and reduced greenhouse gas emissions; and
- Promoting a higher quality of life.

The Strategy includes a number of policies that aim to deliver the above outcomes. Those relevant to this bid are as follows, together with the Outcomes they contribute to:

- Policy A: To develop transport improvements that support sustainable economic growth and development within South Hampshire (3);
- Policy E: To deliver improvements in air quality (6,7);
- Policy G: To improve road safety across the sub-region (4,7); and
- Policy H: To promote active travel modes and develop supporting infrastructure (1,2,7);

Solent Transport has also created a Transport Delivery Plan (TDP). The TDP presents the prioritised transport interventions needed to support sustainable economic growth over the period from 2012 to 2026, to meet identified outcomes and objectives including improving sustainable access linking people to jobs and key facilities in our cities and towns. The Transport Delivery Plan set out an overarching strategy - Reduce. Manage. Invest.

In order to match the employment and housing growth forecasted by the Solent LEP, reduction of vehicle movements is essential to avoid more expensive investment in infrastructure that would be required in the future to tackle the potential 800,000 vehicle movements in 2036. Managing the existing network through improvements to pinch points, improving the resilience of the road network is important, and the Solent LEP has contributed significant funds towards improving those congestion hotspots through their Local Growth Fund.

However, it is by focusing on reduction first and foremost where the real savings will be found—not only for mitigating the need for expensive infrastructure in decades to come, but for improving lives and journey times now. This focus on reduction was instrumental to the design and success of the Southampton Sustainable Travel City and Better Connected South Hampshire LSTF projects, with focus on roll out of a wider LSTF-esque walking and cycling investment programme and further investment in strategic cycle routes that promote walking and cycling and reduce the need to travel.

This same approach is the foundation of this bid—reduce vehicle movements through a combination of behaviour change initiatives and capital improvements that focus on walking and cycling infrastructure. The Bid is entirely consistent with the TDP and South Hampshire LTP policy framework documents.

The Partnership for Urban South Hampshire (PUSH) published an updated Spatial Strategy Review in June 2016, focusing on a 'city first' approach that will help to keep commuting distances short. The housing allocations calculated (2011-2036) for Southampton is 19,450 dwellings, keeping potential employees close to the major workplaces in the area. Eastleigh has a target of 14,950 dwellings; an area of growth that links closely to the planned North cycle corridor, as well as key employment areas in Chilworth and Chandler's Ford. Smaller housing allocations are in Test Valley with 4,640 dwellings and New Forest with 3,600 dwellings.

### **Narrowing the focus: a compact bid area**

The TDP highlighted the importance of short journeys moving away from car use and onto active travel. In terms of modal split, data from the Solent Transport Sub Regional Transport Model (SRTM) indicates that walking and cycling account for 32% of all trips originating within Southampton. Walking and cycling therefore already form a significant proportion of all journeys, but there is potential for much more growth. Although the Solent covers an area west of Southampton and east of Portsmouth as well as the Isle of Wight, a focus on short journeys was determined to be key to the Bid's success.

Analysis by Solent Transport found that trip length of motorised journeys shows that 56% of all internal car trips within Southampton are less than 5km in length. When compared to the commuting mode share, this SRTM analysis demonstrates that there is enormous potential to convert more trips to walking and cycling. By focusing on an urban setting and its surrounding areas, this programme makes the most of a compact conurbation. With significant additional housing allocations and employment plans, it is essential to convert more vehicle stages to walking and cycling. This Bid focuses on the Southampton Travel to Work area and centres around three key travel corridors.

### **The Southampton Travel to Work (TtW) area**

The Southampton Travel to Work area extends well beyond the city administrative boundary and covers an area of 210km<sup>2</sup> with a combined population of 510,000 people and an estimated £5.78bn GVA for the area. Southampton is the centre of the Travel to Work area, with a population of 249,500 and is a compact city and relatively flat where journeys can be made easily by bike or on foot. Eastleigh Borough forms the next largest proportion with a population of 179,000 and the parts of New Forest 56,000 and Test Valley 25,500 within the Travel to Work area have populations of 56,000 and 25,500 respectively.

Distances between Southampton city centre and the neighbouring towns are relatively short with Totton being 3.6miles, Eastleigh 5.9 miles and Hedge End 6.1 miles – all distances with a comfortable 45 minute cycle.

Southampton has one of the highest levels of employment self-containment in Solent, with 53,597 people who live in Southampton also work in the city – at the TtW area level this rises to 125,639 residents who also work within the area. Within Southampton, most movements within the morning commute are to key employment areas—the core city centre, Southampton Port, the University of Southampton, and the hospital. In a compact city, most of these journeys are less than five miles. In addition, there are particularly strong two way Journey to Work movements between Southampton and Eastleigh Borough (13,304 Southampton to Eastleigh and 10,830 Eastleigh to Southampton), which are the highest inter authority commuting flows in the Solent. Another strong flow is between New Forest District and Southampton (around 3,000 in each direction).

Currently 3.8% of all journeys to work in the TtW area are made by bike and 11.8% are made on foot (2011 Census) – meaning out of 198,000 people almost 27,000 are already making journeys to work by cycling or walking. Coming into Southampton city centre each day during the AM peak are over 1,400 people on bikes and over 4,100 walking.

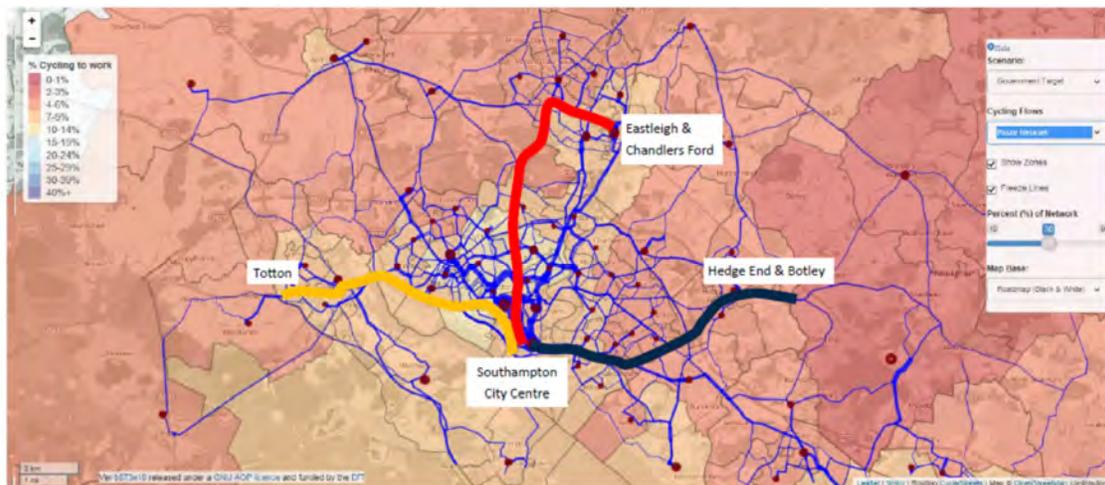
Looking specifically at the Journey to Work, the 2011 Census indicates that cycling's mode share across the area is 3.8% and walking is 9.8%, a total of 13.6%. In Southampton itself, cycling rises to 4.7% and walking to 16.5% reflecting the compact nature of the city and location of jobs – concentrated in the city centre where walking to work has a high mode share. Compared to Eastleigh cycling drops to 2.5% and walking 7.5%, New Forest cycling is 4.2% and walking 6.6%, and Test Valley cycling is 2.6% and walking 4.3%. These reflect the more rural suburban nature of these adjacent areas and where there is potential to increase cycling and walking.

### Connecting the Travel to Work area - The three transport corridors

We know from previous projects such as the LSTF that the greatest impact can be made when behaviour change initiatives are paired with capital investment. As such, this Bid is focused around three transport corridors that cater for a significant proportion of the journeys between Southampton and its wider TtW area. They also represent the main routes that people currently use for cycle commuting. Cycle flows along these corridors are:

- Between Totton and the city centre along A33 Western Approach with over 600 cyclists/day,
- Eastleigh/Chandlers Ford to the city centre via The Avenue around 200 cyclists/day,
- Hedge End & Hamble via A3025 to Itchen Bridge at around 200 cyclists/day.

These high volume cycle corridors are the focus of our infrastructure investment which the behaviour change projects will support. Using DfT's Propensity to Cycle toolkit (below), the potential for growth in the numbers of people cycling is in those areas closest to the corridors where infrastructure is being implemented.



The Solent LEP has recently submitted a bid for the third round of Local Growth Deal (July 2016) capital funding to deliver its economic growth targets, among which are a number of infrastructure improvements along the three corridors.

- Millbrook Roundabout a £5.81m LGD request to deliver a £8.3m major maintenance scheme including cycle and pedestrian crossing facilities (on Western Cycle Corridor),

- LGD support towards the Botley Bypass - a £24m project to take through traffic from Botley village centre (an Air Quality Management Area) and provide access to major development areas and connect new cycle/pedestrian paths to the Eastern Cycle Corridor,
- Eastleigh College a £9m LGD request to support a 12.4m project to provide accommodation upgrades and extensions at a key further education skills provider on the Northern Cycle Corridor, and
- Centenary Quay Phase 4 a £7.78m LGD request to deliver public realm infrastructure as part of a £72.2m,342 home development in Woolston adjacent to the Eastern Cycle Corridor.

Previous Local Growth Deal funding has delivered Station Quarter North, a £7m project to improve the public realm at Southampton Central station including cycling infrastructure (cycle parking and facilities) to improve the interchange between rail and other modes including walking and cycling.

## **Our approach: The Case for Investment**

To address the Strategic Challenges of growing air quality concerns, congestion, and an underperforming economy, we have a targeted approach—around the compact Southampton Travel to Work area, around the three key transport corridors, and around the people who will see the most impact. Building on our previous successful behaviour change programme, we will provide local people with realistic travel choices to access work, education, enhance their skills, getting them active and tackle the pressing air quality problem for the Southampton area.

### **Targeting our efforts in the right areas**

These key corridors that cater for a high volume of cyclists are the focus of our infrastructure investment which the behaviour change projects will support. This is for three reasons—the first is that these are the corridors that existing cycling commuters use. Capital works along these corridors not only improve the journeys of these existing cyclists, but we can use their baseline numbers to establish cycling as a social norm— Drivers using the same arterial routes see ‘people like them’ cycling alongside, giving increased exposure to a new social norm Monday to Friday. This is fundamental to our plan to “Develop a Walking and Cycling Culture”. The Legible Cycle Network wayfinding scheme will also help to ensure that new and potential cyclists know what routes are available to them and see these corridors as attractive options.

The second reason for focusing our revenue work along these key routes is to benefit lapsed, occasional, or non-cyclists. These corridors are through neighbourhoods with a high propensity for cycling as mapped using DfT Propensity for Cycling tool, so our initiatives measures will reach audiences with a greater likelihood to change their behaviour. In addition, perception of safety has been shown to be a significant barrier to people taking up cycling. This is confirmed locally by people’s intentions in the Southampton Travel Attitudes Survey 2015, where a third of respondents wanted to cycle more often but felt they were not confident enough to cycle on the road. Direct, safe, segregated routes will be the focus of our revenue measures to ensure that residents and commuters who don’t currently cycle know about these corridors.

The third reason is that a tighter geographic focus intensifies the impact. By focusing on schools, workplaces and neighbourhoods around the three cycle corridors, the programme not only makes the most of synergy with capital investment, but residents living nearby see the impact—see more cyclists and walkers in their neighbourhoods day after day.

### **Targeting our efforts at the right people - those who want to change**

MOSAIC analysis completed in 2011 in preparation for the Southampton LSTF programme has detailed information about likelihood to change behaviour, current travel usage and access to a range of transport options. For example, our plans to promote “The cool route to school” will work along the Northern Corridor will target ‘more affluent families’ who have the highest driving patterns of any segment but also have very high rates of access to bikes and have indicated they are among the most likely to begin walking and cycling. Segments of the population who are most likely to access the Jobs Pilot programme have very low car ownership rates, but also tend to live within walking distance of the Port and the city centre.

The MOSAIC analysis is also supplemented by the Travel Attitudes Survey commissioned in 2014 and 2015 across Southampton and South Hampshire by ICM Unlimited. Results showed that one third of people want to walk and cycle more in the next year. Our mass participation events and targeted approach with schools and workplaces will make it easier to reach those who are more likely to change.

### **Targeting our efforts at the right people - those whose change will create the most impact**

Getting people into work and training is essential to reduce congestion on the overall network, as AM and PM peak congestion can lock up the network and affect productivity. By focusing engagement on workplaces along the key corridors, within the city centre, or in the surrounding settlements, we connect with existing commuter patterns—we know that there is already a good baseline of walkers and cyclists, and potential to expand.

Element 1 of the Bid “Getting into Work and Training” also has a strong focus on people in ‘transition points’. Travel assistance will also be offered to Southampton TtW residents who are starting new employment and skills opportunities, whether based at Eastleigh College, Port of Southampton or Watermark West Quay. Research has shown that ‘transition points’ offer the best opportunity to change behaviour, and that specific journey planning is one of the most effective measures for enabling travel behaviour change. (Behaviour Insights Toolkit, DfT). By offering journey planning at those transition points, our project makes the most effective use of officer resource.

Our work in schools will be focused on mode shift for short journeys. The 38 participating schools will be decided against criteria of proximity to the main Travel to Work Corridors and associated promotable infrastructure, levels of previous engagement with the school, existing Bike It engagement, proximity to Air Quality Management Areas (AQMAs) and levels of car mode share.

Targeted initiatives for those seeking employment is also essential to tackle growing social exclusion. Clients who are long-term unemployed often do not have access to a car. Whereas results from the Travel Attitudes Survey across the Southampton population indicated that 20% of households do not own or have access to a car, this figure rose to 91.7% among the previous Into Work participants. In addition, a number of the opportunities available within the Jobs Pilot are within the care industry—positions are based across the Southampton TtW area. Bike loans and journey planning for those already with bikes will help participants to access positions that are not well served by public transport, either because of location or because of shift patterns.

Working within the community often takes a ‘scattershot’ approach. By linking in with partnering organisations to help deliver bike maintenance sessions, cycle rides and other activities, we can ensure that we are able to work with communities who are more likely to change. By having a geographic focus for the Southampton Cycling Festival, this will make it easier to focus the work in the community.

## **Increasing modal shift of walking and cycling**

### **Increase walking and cycle stages for commuters**

Support for workplaces will also be focused on businesses along the corridor routes and at the end of each corridor—Eastleigh and Chandlers Ford, Totton and Waterside, and Hedge End, Botley and Hamble, as well as intensifying efforts in the city centre.

The Travel Planners Network (TPN) will double its size by 2020, and increase its reach to commuters within the Southampton TtW area. This will build on the successful existing network that grew from 10 members in 2011 to 53 business in 2016. A number of the area's top employers are already part of the network, and have achieved considerable changes to their employees' travel patterns. By having leading employers setting an example and sharing best practice, the TPN can work towards the goal of having a self-sustaining group by 2020 and beyond; speaking as a core group of businesses who are committed to sustainable travel.

One key member of the organisation is Old Mutual Wealth, based in Southampton City Centre. A recent staff travel survey at Old Mutual Wealth in Southampton showed single car occupancy drop by 12 percentage points between 2014 and 2015 with the numbers walking and cycling to work at 24%. Workplaces Officers have assisted them with events, set up walking challenges, and advised on Bike Doctor services that the company pays for regularly.

The University of Southampton, based on the Northern Corridor, is another key member of the Travel Plan Network. They have reduced their single occupancy car use amongst staff to 37.5%, 9 percentage points below their 2010 baseline of 46.5%. A new focus of the expanded Travel Plan Network will be the Port of Southampton, with ABP, the largest employer within the Port of Southampton, and other key businesses joining the TPN.

Together, the Port of Southampton and University of Southampton are worth £1.4bn to the city's economy directly and indirectly, employing almost 8.5% of Southampton TtW area's workforce.

### **Increase walking and cycling to school**

Cycling and walking rates at Southampton TtW schools have shown tremendous improvements since 2011. Just amongst Southampton Bike It schools, there are approximately 82,000 cycling and 700,000 walking journeys annually.

As a whole across the Southampton TtW area, a number of improvements have been made in rates of active travel amongst students. During the LSTF, 8% of students in Southampton and 12.7% of students in South Hampshire at schools that engaged with Sustrans Officers through the Bike-It programme reported usually cycling to school after engagement. Those schools also reported a decrease in pupils who usually travel to school by car—5.6 percentage point drop in Southampton (23.8% from 28.2% at the start of engagement) and 3.6 percentage points in South Hampshire (26.7% down from 30.3% at baseline) .

Schools who are part of the wider STARS school travel planning programme have also benefitted from a change in travel. Since 2003, walking at Hampshire schools has risen from 40% to 52%, cycling has risen from 2% to 3%, and driving to school alone has dropped from 44% to 32%. Over a similar period in Southampton, walking has increased from 24.9% to 44.2%, Cycling from 1% to 4.7%, and scooting from 0% to 5.7%. The rise in walking rates is significant as nationally there has been a decline in walking amongst school children.

This engagement with schools will be supplemented by grant funding through local capital contributions will allow further improvements to infrastructure. Previous capital schemes ran alongside LSTF behaviour change work, leading to additional scooter and cycle parking and refresh of zig zag lines among others. The new Southampton mobile parking enforcement

scheme, alongside behaviour change measures and travel planning, will address both real and perceived safety issues at the school gate.

The school element has a long-term approach whose legacy will reach beyond 2020. The STARS programme embeds changes within school policy documents and action plans; providing structure to school staff to continue changes. The Modeshift STARS accreditation scheme also encourages schools with a sense of competition. To date, schools have been awarded a total of 39 Bronze, 14 Silvers and three Golds.

In addition, the Bike It model is based upon building up an ethos of active travel. School Champions receive training and support to run activities, events and assemblies, with school-led activities becoming more common over time. A further three years of support would give time for clusters of schools to develop in order to ensure that they receive peer support.

### **Increase walking and cycling within the community**

We will build on the success of our previous community work, particularly mass participation previous events. The Sky Ride Southampton is one of the largest in the country, with 12,000 people attending in 2016 – 10% of these consider themselves to be ‘lapsed’ cyclists wanting to get back into cycling. The My Journey Commuter Challenge 1,700 participants in 2015 with over 12,000 cycle journeys saving 210,000 car kms.

These events also have a lasting impact on many participants--75% of respondents to an end of My Journey Challenge survey told us that they were already switching to walking or cycling instead of driving for short, regular journeys and intended to keep it up. British Cycling research has shown that participants in their group rides has led to 87% of occasional cyclists (less than once a month) started cycling at least once a month, and 75% of regular (once per month) cyclists began cycling at least once a week.

The Southampton Cycling Festival and associated community events will extend beyond central Southampton to the key settlements at the end of the corridors – Totton, Eastleigh, Hedge End – these events build up interest for additional activities and behaviour change.

We will also continue to work with partnering organisations to make sure that we have better influence over residents in the area. Previous successful events and activities have been run with church groups, a number of ‘Friends of’ groups for green spaces, as well as Age UK, Transition Southampton, Freemantle Time Bank, Southampton Children’s Play Association, and Walking for Health.

### **Improving access for those who are most excluded**

With widening social exclusion, offering opportunities to widen transport horizons is essential for those currently outside employment. However, for those on lower incomes, travel becomes a higher percentage of their household budget. By improving cycle and walking routes through wayfinding and capital improvements, as well as by offering improved information about active travel, it expands the travel options for those looking for work.

The travel advice and Wheels to Work element will help those NEET young people and long-term unemployed through the Jobs Pilot programme, but journey support to those accessing jobs in retail and in the port will also tend to benefit those in lower skill positions.

By addressing congestion and improving rates of active travel, we will also improve the overall life chances of those who are facing social exclusion—reducing the impact of air pollution and the effects of inactivity.

### B3. The Economic Case – Value for Money

Appendix 2 contains the completed individual theme proformas where appropriate, an aggregated proforma for the programme as a whole and an Economic Appraisal Note has been produced detailing the proportionate value for money assessment, quantitative and qualitative inputs and key assumptions.

As the proposed interventions funded through this Bid are less than £3m in total costs, a detailed WebTAG compliant analysis has not been undertaken. However, evidence from analysis of other projects shows that active travel interventions (focused on walking and cycling) generally offer very high value for money, when assessed using a WebTAG compliant method.

DfT economic analysis of the 12 large LSTF projects for revenue and capital (2014) found that this gave an average value for money of 5:1, this included the previous Solent wide project which had a ratio of 8.5:1. The largest proportion of these benefits was associated with decongestion through car use. A quantitative assessment of the smaller LSTF projects also suggested that these represented high value for money.

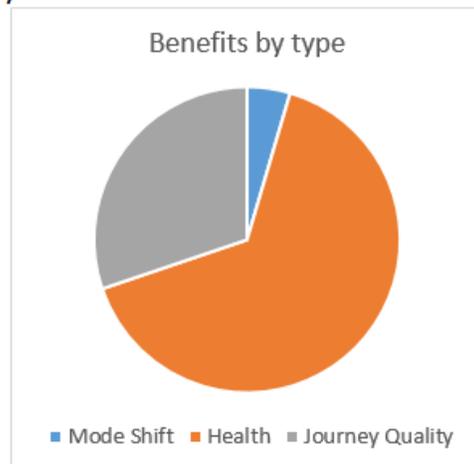
Detailed analysis of case studies of LSTF projects that focussed on workplace cycling and schools engagement by Transport for Quality of Life (2014) reported evidence that investing in active travel smarter choices, both alongside and in conjunction with infrastructure, can see positive outcomes. Engagement with workplaces that benefit from a new cycle route suggests that there was a growth in the number of cycle journeys of around 7% during commuting times. Work in schools through Bikelt indicates that combining smarter choices activities with infrastructure may deliver an uplift in cycling levels of between 12% and 16% that infrastructure alone cannot achieve.

An economic appraisal of this bid has been undertaken using the DfT's Active Travel Appraisal Toolkit (contained in Appendix 4) provides a BCR for the Bid of **11.44**. This means that the overall bid has been assessed as offering Very High Value for Money. Table 2 shows the analysis in more detail.

Table 2

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

Noise	29.12
Local Air Quality	0.00
Greenhouse Gases	97.79
Journey Quality	12218.73
Physical Activity (incl. absenteeism)	26397.62
Accidents	442.20
Decongestion	1794.93
Indirect taxation	-536.05
Private contribution	-647.11
Present Value of Benefits (PVB)	39797.23
Present Value of Costs (PVC)	3478.29
<b>Benefit Cost Ratio (BCR)</b>	<b>11.44</b>



The main benefit relates to health as the bid focuses heavily on walking and cycling initiatives, particularly for commuters and those travelling to schools and colleges.

Key benefits arising from the overall package are an increase in cyclists of almost 1,000 per day.

Overall, car driver trips in the morning peak are expected to fall by approximately 8,000 with a corresponding increase in those walking and cycling. The number of cycling trips is expected to increase by almost 50% once the programme has been implemented.

#### Additional Qualitative Benefits

- Efficiency and multiplying infrastructure and operational benefits: by helping to bring about mode shift away from the private car, the projects improve the efficiency of and journey time savings on the existing transport network;
- Public health benefits: economic impact from increased physical activity with savings for the NHS, reduce absenteeism and associated health benefits;
- Wide economic benefits: the CCAP and Southampton and Hampshire Local Transport Plans identify the importance of improving cycling and walking participation to drive local economic growth and contribute to the future vision of Southampton, Eastleigh, New Forest and Test Valley;
- Impact on individuals costs of travel: likely to be small reductions in cost of travel as cycling and walking, with a zero cost, is cheaper than motorised transport;
- Impact of cost for workplaces such as reduction in demand for car parking or operation of grey fleet vehicles;
- Labour mobility: increasing the labour pool availability and ability to access jobs where they may have been a barrier before, and for employers to access a skilled workforce.

These schemes, as with previous LSTF programmes in Southampton and Hampshire, have been developed from a strong evidence base and will add another tool to allow active travel levels to move past the critical 'tipping' point, after which walking and cycling will be a transport norm rather than the exception. Although projects are targeted on the three key corridors we would expect some additional benefit to be achieved across the whole of Southampton and towns – particularly given the strong intra area flows.

## B4. The Financial Case – Project Costs

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

£	2017/18	2018/19	2019/20
<b>DfT funding sought</b>	815,279	751,879	726,997
<b>Local Authority contribution</b>	165,433	180,433	180,434
<b>Third Party contribution including LGF</b>	101,672	101,672	101,656
<b>TOTAL</b>	<b>1,082,384</b>	<b>1,033,984</b>	<b>1,009,087</b>

### Project Cost breakdown

Component	DT funding sought (£)	Local Authority Contribution Sought (£)	Third Party contribution (£)	TOTAL (£)
<b>Element 1: Getting into Work &amp; Training</b>				
Solent Jobs Pilot	129,030	7,500	30,000	166,530
Travel Assistance Points & Workplace TPN	552,300	90,000		642,300
<b>SUB-TOTAL</b>	<b>681,330</b>	<b>97,500</b>	<b>30,000</b>	<b>808,830</b>
<b>Element 2: The Cool Route to School</b>				
Clean Air Schools Challenge	34,500			34,500
Bike It	217,200	162,300		379,500
School Travel Planning	207,550	224,000		431,550
Core Programme Activity	144,300			144,300
<b>SUB-TOTAL</b>	<b>603,550</b>	<b>386,300</b>		<b>989,850</b>
<b>Element 3: Developing a Walking &amp; Cycling Culture</b>				
Legible Cycle Network	69,000	38,000		107,000
Southampton Cycle Festival	430,100		195,000	625,100
Join the Club	155,025	4,500	30,000	189,525
<b>SUB TOTAL</b>	<b>654,125</b>	<b>42,500</b>	<b>225,000</b>	<b>921,625</b>
<b>Showcasing Cycling &amp; Walking</b>				
Marketing & Promotion	355,150		50,000	405,150
<b>SUB TOTAL</b>	<b>355,150</b>		<b>50,000</b>	<b>405,150</b>
<b>TOTAL</b>	<b>2,294,155</b>	<b>526,300</b>	<b>305,000</b>	<b>3,125,455</b>

## **B5. Management Case - Delivery**

A Project Plan and forecast spend profile is included in Appendix 2. Main milestones are indicated within the key provided in the Project Plan. Southampton and Hampshire will continue to have the resources in place through collaboration with partners, such as Sustrans and University of Southampton, to deliver the proposals upon announcement of successful award of funding to time, budget and high quality. These resource plans can be flexibly scaled up to further enhance the programme over the period 2017-2020.

Both authorities have an excellent track record in delivering walking and cycling projects in their respective areas and have worked together on a number of previous projects through Solent Transport including the large LSTF Better Connected South Hampshire programme. SCC has effectively delivered the Southampton Sustainable Travel City projects over the four year period from 2011 to 2016/17 where it has continued a “My Journey-Lite” behaviour change programme despite being unsuccessful in the 2016/17 DfT Transition year funding round. HCC has successfully delivered a number of cycling and walking projects through a variety of schemes in the North Hampshire LSTF, Two Parks LSTF and Rural Transition Year programmes. These have all been delivered to their funding profiles and with high quality outputs and outcomes.

Both SCC and HCC have defined project management systems that follow the principles of PRINCE2 and use a staged gateway system.

### **Table C: Construction milestones for Legible Cycle Network, STP, WTP**

<b>Scheme</b>	<b>Start of works</b>	<b>Opening date</b>	<b>Completion of works</b>
Legible Cycle Network	July 2017		December 2018
Workplaces Travel Plan measures	June 2017		March 2018
	June 2018		March 2019
	June 2019		March 2020
School Grant Scheme	July 2017		September 2017
	July 2018		September 2018
	July 2019		September 2019

## **B6. Management Case – Statutory Powers and Consents**

No part of this bid involves land acquisition, statutory approvals or construction. Capital schemes that are referred to as part of the wider programme of investment in cycling and walking infrastructure by SCC, HCC and partners, which supports the elements of this bid has separate governance and project delivery arrangements already in place.

## **B6. Management Case – Governance**

Governance arrangements will be based on the existing structure for the Southampton Sustainable Travel City programme, which has ensured on time delivery and budget. In 2012, SCC created the Centre for Sustainable Travel Choices (CSTC) – a partnership between SCC, Sustrans and the University of Southampton to oversee and deliver the programme. This arrangement will be adapted to include Hampshire County Council. A new Memorandum of Understanding will be required to continue the programme beyond March 2017, this will set out the agreed roles and responsibilities, the requirement to meet quarterly at a Project Board and ensure that the governance is correct for this Bid.

The Project Board will consist of the following members:

- SCC Cabinet Member for Environment & Transport,
- HCC Cabinet Member for Environment & Transport,
- SCC Senior Responsible Officer
- HCC Senior Responsible Officer
- Head of Civil, Maritime and Environmental Engineering and Science, University of Southampton, and
- Director South, Sustrans.

If the political composition changes at either SCC or HCC there will be no reduction in the support and commitment to the programme, a pledge was signed up to by all parties at the outset of the programme.

The Senior Responsible Owners (SROs) are Mike Harris, Service Director Growth SCC and Frank Baxter, HCC. The Programme Manager is Neil Tuck of SCC. The Programme Manager takes direct responsibility for the delivery of the programme according to the budget, as authorised by the Project Board, and within the timescales and parameters as agreed by the DfT. The Programme Manager will also report to the Solent Transport Centre of Excellence and the Solent Transport Senior Management Group to ensure strategic objectives and synergies across the partnership are being met.

Infrastructure projects are delivered through the CSTC comprising of staff from all three partners or via SCC's Highways Partnership with Balfour Beatty Living Places (BBLP) or HCC's Highways Framework with Atkins. Where specialist support is required this is already in place or will be obtained via open tenders following the SCC's standard procurement process.

There will be ongoing liaison with Highways England and the Solent LEP on their larger scale infrastructure projects in the area.

An organogram for this programme can be found in Appendix 4.

## **B7. Management Case - Risk Management**

Responsibilities for risk management are clearly defined within the Programme Manager job description. The Risk Management Strategy is summarise in the diagram below and is in place for the current Sustainable Travel City programme. A risk assessment in included in Appendix 5.

Refine programme objectives and delivery plan	<ul style="list-style-type: none"> <li>•Responsibility of Programme Manager</li> </ul>
Risk identification and assessment	<ul style="list-style-type: none"> <li>•Responsibility of Programme Manager (support from team)</li> <li>•Report initially to SRO</li> </ul>
Present risk register and mitigation measures	<ul style="list-style-type: none"> <li>•Present to Centre for Sustainable Travel Choices Board</li> </ul>
Update risk register (after each board)	<ul style="list-style-type: none"> <li>•Programme manager revisits risk register and amends</li> </ul>
Risk monitoring and mitigation (minor)	<ul style="list-style-type: none"> <li>•Bi-weekly monitoring with Programme Management team meetings</li> </ul>
Risk monitoring and mitigation (major)	<ul style="list-style-type: none"> <li>•Bi-weekly monitoring with Programme Management team meetings</li> <li>•Regular monitoring within monthly Integrated Transport Board</li> </ul>
Report to Board	<ul style="list-style-type: none"> <li>•Report on status of risks every quarter to the Centre for Sustainable Travel Choices Project Board</li> </ul>

## B8. Management Case - Stakeholder Management

The success of the programme depends on the engagement and support of wide array of stakeholders acting either as promoters, advocates or delivery agents to various projects and initiatives. The Steering Group has attendance from not only the main partners – Hampshire County Council, Sustrans and the University of Southampton but also representation from HCC Public Health, Regulatory Services Southampton, Environmental Health and Solent Transport. The Solent LEP has also been presented with a summary of this Access Fund bid and has written with their support.

An annual report will be produced each summer and uploaded onto both the SCC website and the My Journey website. This is also disseminated to all stakeholders and a public facing summary document is made available to residents and Members. Weekly updates and consultation requests on sustainable transport are also sent out to residents via the City Council's Stay Connected e-bulletin. There are 11,000 residents currently signed up to this service.

The business community has been well engaged through the Travel Plan Network covering large businesses (see Appendix 1 for letters of support), organisations and SMEs, as well as the annual My Journey conference aimed at all businesses within Southampton. An e-bulletin has been sent regularly to businesses providing updates on the programme. The City Council also liaises with the Southampton Chamber of Commerce Planning & Transport Sub-Committee providing a link with businesses in a wider area.

Schools, college and the two main universities are also key stakeholders. An annual schools conference has been held to engage and update schools on programmes, and schools receive regular newsletters. All the main colleges, such as Eastleigh College, now have an active travel plan and both the UoS and Southampton Solent University will be heavily involved in delivery of their travel plans during 2016/17 and in the monitoring of the programme. Sustrans are the lead on community activities and are responsible for engaging a wide range of community groups and voluntary sectors bodies.

Stakeholder management is undertaken in accordance with RACI principles. Stakeholders are identified according to their role in project delivery and the extent to which they are directly involved into one of four categories (see Table 2 below).

- 1) Responsible – The Stakeholder is directly involved in delivery of the project
- 2) Accountable – The Stakeholder is accountable for delivery and spend
- 3) Consultee – The Stakeholder has a direct interest in the project and needs to be formally consulted as part of the project delivery
- 4) Informed – The Stakeholder has no direct interest in the project but is informed of progress as part of a regular dialogue on delivery of the overall programme.

No.	Bid element	Task No.	Task	Stakeholders																									
				SCC Transport Policy	Residents	Hants and Solon Public Health	SCC Regulatory Services	SCC Events Team	SCC Econ. Dev. & Skills	Other SCC Dept.	Social Transport	Hampshire County Council	Test Valley Borough Council	New Forest District Council	Eastleigh Borough Council	Local Schools	South LEP	B&LP	Sustrans	Un. of Solon	Chamber of Commerce	British Cycling	Port of Southampton	South Buses	West Quay Watermark	Cycling UK	Local Cycling Groups	Eastleigh College	Voluntary Partners
<b>1 Cycling into Work &amp; Training</b>																													
	Solent Jobs Pilot	1.1	Travel training and bike loans through City Deal	A	I	I	I	R	I	I	C	I	I	I	I	I	C	I	I	I	I	I	I	I	I	I	I	I	R
		1.2	Travel assistance point for apprentices at Eastleigh College	A	I	I	I	R	I	I	C	I	I	C	I	I	I	I	I	I	I	I	I	I	I	I	I	A	C
		1.3	Targeted support for the Port of Southampton	R	I	I	I	A	I	I	I	I	I	I	I	I	I	C	I	I	A	I	I	I	I	I	I	I	C
		1.4	Targeted travel support at West Quay Watermark	A	I	I	I	R	I	I	I	I	I	I	I	I	I	I	I	I	A	I	I	I	I	I	I	I	R
	Targeted Travel Assistance Hubs & Workplace Travel Plan Network	1.5	Expansion of the current Travel Plan Network	R	I	I	I	I	I	I	C	C	C	C	C	I	I	C	I	C	I	I	C	I	I	I	I	I	I
		1.6	Cycle Charter	R	I	I	I	I	I	I	C	C	C	C	C	I	I	C	I	C	I	I	C	C	I	I	I	I	I
		1.7	Cycle promotion toolkit	R	I	I	I	I	I	I	C	C	C	C	C	I	I	C	I	C	I	I	C	C	I	I	I	I	I
		1.8	Workplace engagement and travel planning	R	I	I	I	I	I	I	C	C	C	C	C	I	I	C	I	C	I	I	C	C	I	I	I	I	I
<b>2 Developing a Walking &amp; Cycling Culture</b>																													
	Legible Cycle Network	2.1	GIS mapping and audit of the district routes, quietways and greenways	R	C	I	I	I	I	I	C	C	C	C	C	I	I	C	I	I	C	I	I	I	I	I	I	I	I
		2.2	Development and implementation of the signage	R	C	I	I	I	I	I	C	C	C	C	C	I	I	C	I	I	C	I	I	I	I	I	I	I	I
		2.3	Colour coded logos, signs and maps	R	I	I	I	I	I	I	C	C	C	C	C	I	I	C	I	I	I	I	I	I	I	I	I	I	I
	Southampton Cycle Festival	2.4	Big Bike Ride	A	I	C	R	I	I	I	C	C	C	C	I	I	C	I	I	I	A	I	I	I	I	I	I	I	I
		2.5	Big Bike Race	I	C	R	I	I	I	I	C	C	C	C	C	I	I	C	I	I	A	I	I	I	I	I	I	I	I
		2.6	Supporting events/promotions, led rides, Commuter Cycle Challenge and activities	A	I	C	I	A	I	I	C	C	C	C	C	I	I	R	I	A	I	I	I	I	I	I	I	I	I
		2.7	Showcase pro event	A	I	I	R	I	I	I	C	C	C	C	C	I	I	C	I	I	C	I	I	I	I	I	I	I	I
		2.8	Mini cycling festivals	A	I	C	R	I	I	I	A	A	A	A	A	I	I	C	I	I	I	I	I	I	I	I	I	I	I
	Join the Club	2.9	Community Club Programme	A	I	C	C	I	I	I	C	C	C	C	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I
		2.10	Creating new Bike Hubs	A	T	I	I	I	I	I	C	C	C	C	C	I	A	I	I	I	I	I	I	I	I	I	I	I	I
		2.11	Big Bike Revival	A	T	C	C	I	I	I	C	C	C	C	I	I	C	I	I	I	I	I	I	I	I	I	I	I	I
		2.12	Targeted support for hard-to-reach groups	I	C	I	I	I	I	I	C	C	C	C	C	I	I	A	I	I	I	I	I	I	I	I	I	I	I
<b>3 The Cool School Ride</b>																													
	School Travel Planning	3.1	Bike It	A	I	I	I	I	I	I	C	C	C	C	A	A	I	I	A	I	A	I	I	I	I	I	I	I	I
		3.2	STARIS School Travel Resources	A	I	I	I	I	I	I	C	C	C	C	A	A	R	I	A	I	A	I	I	I	I	I	I	I	I
	Core Activity Programme	3.3	Walk to School Week	A	I	I	I	I	I	I	C	C	C	C	A	A	R	I	A	I	A	I	I	I	I	I	I	I	I
		3.4	Road Safety Training	A	I	I	I	I	I	I	C	C	C	C	A	A	R	I	A	I	A	I	I	I	I	I	I	I	I
		3.5	The Big Pedal	A	I	I	I	I	I	I	C	C	C	C	A	A	R	I	A	I	A	I	I	I	I	I	I	I	I
	Clean Air Schools Challenge	3.6	Clean Air Schools Challenge	R	I	C	C	C	I	I	C	C	C	C	A	A	C	I	I	I	I	I	I	I	I	I	I	I	I
<b>4 Marketing and Communications</b>																													
	Showcase Cycling and Walking – Annual Package of promotion and marketing	4.1	Cycle Festival promotion	R	I	I	I	C	I	I	C	C	C	C	C	I	I	C	I	I	C	I	I	I	I	I	I	I	I
		4.2	Themed cycle campaigns	R	I	I	I	C	I	I	C	C	C	C	C	I	I	C	I	I	C	I	I	I	I	I	I	I	I
		4.3	New infrastructure promotion	R	C	C	C	I	I	I	A	A	A	A	I	C	C	I	I	I	C	C	I	I	I	I	I	I	I
		4.4	Work stream support	R	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I
		4.5	Event support (My Journey Roadshow)	R	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I	I
		4.6	Commuter Cycle Challenge	A	C	C	C	C	C	C	C	C	C	C	A	A	R	I	I	I	I	I	I	I	I	I	I	I	I

- a) Can the scheme be considered as controversial in any way?
  - Yes
  - No
- b) Have there been any external campaigns either supporting or opposing the scheme?
  - Yes
  - No

## B9. The Commercial Case

Since 2011, SCC and HCC has shown throughout their respective LSTF programmes that the authorities are able to consistently deliver active travel schemes on time and to budget. This is further evidenced through the acknowledgement at the National Transport Awards with both local authorities winning city and Local Authority of the Year in the last 5 years.

This Access Fund Bid builds upon the successful LSTF programme, and will seek to continue many of the established initiatives ensuring that the team is able to continue the work and focus on improving the local economy through cost-effective, evidence based initiatives.

The legal agreement between HCC, SCC, Sustrans and the University of Southampton for the Centre for Sustainable Travel Choices is in place and will be considered for extension to ensure the core resources from these bodies can continue to be provided should funding be secured.

For projects that are not able to be delivered in-house or through this partnership, they will either be delivered via the Highways Partnership with BBLP, the ongoing Public Health behaviour change programme or subject to the City Council's standard procurement procedures.

## **SECTION C – Monitoring, Evaluation and Benefits Realisation**

### **C1. Monitoring and Evaluation**

Evaluation of the programme will be undertaken primarily by the Transportation Research Group at the University of Southampton through the Centre for Sustainable Travel Choices. This follows the same model used for the Southampton LSTF programmes and the South Hampshire (Solent Transport) LSTF programme, this ensures consistent and robust independent evaluation. It will also build on the experience of the University of Southampton in leading the LSTF case study on the Congestion Relief and Carbon Reduction for the Department for Transport.

Outcome monitoring will take place at the programme level and will centre on high level, aggregate Local Transport Plan data collected by SCC and HCC, supplemented by appropriate national data sets (Census Journey to Work, National Travel Survey etc.). The emphasis to date has been on changes in traffic volumes and modal split at a corridor and city wide level and analysis of attitudinal data collected in 2011, 2013 and 2015. In addition, vehicle count and speed survey data have been collated. This will continue but be more focused on the impacts and outputs on the three corridors from Southampton city centre to the surrounding towns in this Bid.

A difference-in-differences evaluation was undertaken for the LSTF based on individuals subject to targeted marketing through My Journey events compared to a control group who have been relatively unaffected by LSTF measures. This will form the basis for comparison of the impact on individual where intensive infrastructure and engagement on walking and cycling has occurred, against a control group away from the corridors in both Southampton and the towns. This indicated substantial differences in behavioural change. In addition, a 'realistic evaluation model' is proposed to allow continued measurement of project interdependencies and outcomes beyond LSTF. This will be developed with Public Health.

Output monitoring will take place at the individual project level. Internally, the SCC and HCC teams will continue to collect behavioural change data through the school travel plan and workplace travel plan programmes and awareness/impact surveys for marketing campaigns. Output reports are prepared each quarter, with input from all officers and reported to the Project Board. An annual report is published each summer on the SCC and HCC websites.

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

Yes       No

## **SECTION D - Declarations**

### **D1. Senior Responsible Owner Declaration**

As Senior Responsible Owner for "Southampton: Driving our Cycling Ambition into Local Towns, Schools, Colleges and Workplaces" I hereby submit this request for approval to DfT on behalf of Southampton City Council and confirm that I have the necessary authority to do so.

I confirm that Southampton City Council will have all the necessary statutory powers in place to ensure the planned timescales in the application can be realised.

Name: Mike Harris

Signed:

Position: Service Director - Growth



### **D2. Section 151 Officer Declaration**

As Section 151 Officer for Southampton City Council I declare that the scheme cost estimates quoted in this bid are accurate to the best of my knowledge and that Southampton City Council

- has allocated sufficient budget to deliver this scheme on the basis of its proposed funding contribution;
- accepts responsibility for meeting any costs over and above the DfT contribution requested, including potential cost overruns and the underwriting of any funding contributions expected from third parties;
- accepts responsibility for meeting any ongoing revenue and capital requirements in relation to the scheme;
- accepts that no further increase in DfT funding will be considered beyond the maximum contribution requested and that no DfT funding will be provided after 2019/20;
- Confirms that the authority has the necessary governance / assurance arrangements in place and the authority can provide, if required, evidence of a stakeholder analysis and communications plan in place.

Name: Alan Denford

Signed:

SERVICE LEAD - FINANCE BUSINESS  
PARTNERING (DEPUTY S151)



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