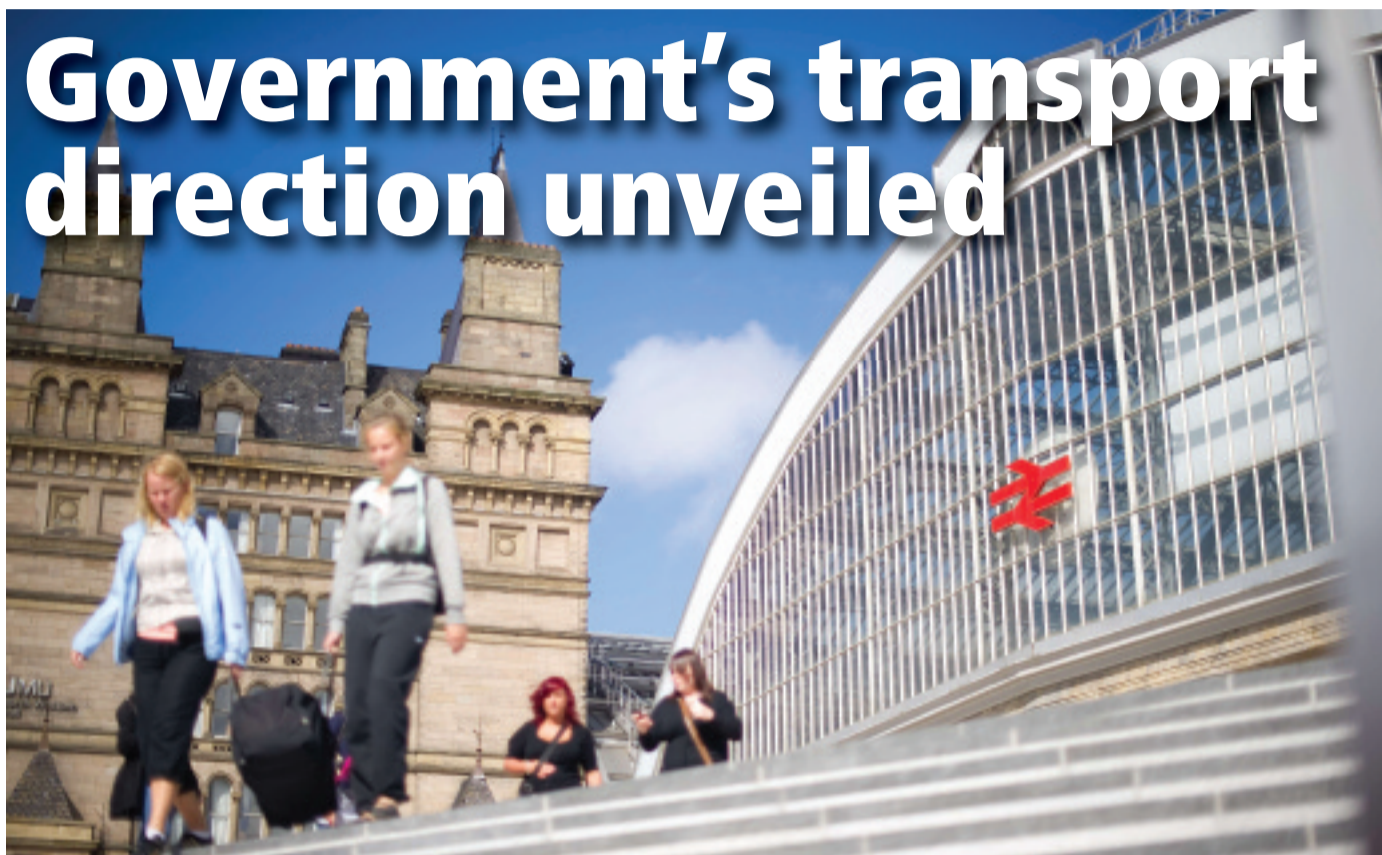


- **MERSEYSIDE TRANSPORT AWARDS WINNERS ANNOUNCED**
- **DECADE OF HEALTH & WELLBEING LAUNCHES**
- **NEW CYCLE RIDES TOUR MERSEYSIDE VISITOR ATTRACTIONS**

Government's transport direction unveiled



The Department for Transport (DfT) has set out the Coalition Government's policy direction on transport, as dramatic cuts in funding for delivering transport projects in Merseyside are announced.

The DfT's White Paper - "Creating Growth, Cutting Carbon, Making Sustainable Local Transport Happen" - focuses on the essential role that transport can play in supporting economic growth and cutting carbon emissions. The importance of developing a transport network that helps improve health and leads to a reduction in the number of road traffic accidents is also emphasised.

The paper also stresses the importance of the "Big Society" approach to transport, calling on organisations across the private and voluntary sectors to join with the public sector in supporting transport projects.

Referring to specific measures, the paper highlights the importance of behaviour change programmes, such as Merseyside Transport Partnership's (MTP) TravelWise programme, as it emphasises the need for more shorter trips to be made by walking, cycling or public transport.

The DfT also endorses the development of alternative fuels, such as electric power, for vehicles and confirmed its support for specific rail schemes, including high speed rail.

Transport funding cut by two-thirds

As work continues to finalise the Preferred Strategy for Merseyside's third Local Transport Plan (LTP3), the DfT has also announced significant budget cuts.

Funding for the Integrated Transport Block (ITB), which covers the next two years, is around a third of the amount with which MTP started the current financial year, although funding to keep the area's roads in good shape has largely been maintained. The size of these cuts is larger than anticipated and will have a major impact on MTP's ability to deliver LTP3.

Details of Local Sustainable Transport Fund confirmed

However, MTP has welcomed news that the newly-launched £560 million Local

Sustainable Transport Fund (LSTF) will provide a potential fresh source of Government funding. Bids in metropolitan areas such as Merseyside are expected to come via the Integrated Transport Authorities (ITAs), with other bodies such as Primary Care Trusts and transport operators invited to submit joint applications.

Announced in the Spending Review, the LSTF set aside funding for sustainable travel at a local level from within the DfT's overall allocation. The funding will primarily be used to support smarter, lower cost measures such as behavioural change programmes, as opposed to making capital investment.

Neil Scales, Chair of MTP, commented: "We had always expected that funding levels would be cut, but the amount received for the ITB is well below the worst case scenario laid out in our draft Preferred Strategy for LTP3. This is extremely disappointing, but the DfT's policy direction is broadly positive and in line with our emphasis on smarter, lower cost measures that support economic growth and reduce carbon emissions."

Norman Baker, Regional and Local Transport Minister, said: "A good transport system is vital in our efforts to deliver two key government priorities: to help grow the economy and to reduce carbon emissions. Investment in local sustainable transport can deliver quick gains with both objectives, which is why, even in these difficult financial times, we are providing an unprecedented £560m to take this agenda forward."

Neil Scales continued: "We also welcome the "joined up" partnership approach endorsed by the DfT, which will see MTP continue to work with organisations across Merseyside to help achieve a better future for the city region. I'd invite all interested parties to get in touch with me or my team."

Copies of the White Paper are available at www.dft.gov.uk. For more information on progress towards LTP3, visit www.transportmerseyside.org or call **0151 330 1294**.

L to R: Gideon Ben-Tovim, Dr Adrian Davies, Jim Hancock, Dr Ruth Hussey and Neil Scales at the Merseyside Transport Conference.



Broad consensus on transport's role in supporting economic growth and health & wellbeing

Around 125 delegates battled through heavy snow to attend the fourth annual Merseyside Transport Conference, organised by Merseyside Transport Partnership (MTP) in December.

Held at the Convention Centre, Liverpool, representatives from across the private, public and voluntary sectors attended the event and heard from a number of leading speakers on the importance of transport to the future wellbeing of Merseyside.

Neil Scales, Chair of MTP, unveiled the draft results of the consultation on Merseyside's third Local Transport Plan (LTP3) with three-quarters of respondents recognising the crucial role that transport can play in supporting economic growth, carbon reduction and improving health and wellbeing.

Speakers at the conference echoed this consensus. Chaired by the BBC's former North West political editor Jim Hancock, those speaking included Ian McCarthy, Director of Programmes at Liverpool Vision who led a session on how transport can support a

sustainable and successful city region and Dr Ruth Hussey, Regional Director of Public Health and Senior Medical Director at NHS North West who discussed how transport and health can work together to promote wellbeing and reduce inequalities as part of the regeneration process.

Dr Adrian Davies of Bristol City Council and Primary Care Trust reflected on how this is being undertaken in Bristol and Gideon Ben-Tovim, Chair of Liverpool Primary Care Trust provided a local viewpoint, setting out the long standing joint working between transport and health in Merseyside, and the importance of continuing to work together as part of the Decade of Health & Wellbeing.

For more information and to see presentations from the conference, visit www.transportmerseyside.org.



The winners of the Merseyside Transport Awards 2010 gather at the Merseyside Transport Conference.

Merseyside Transport Partnership announces 2010 award winners

Businesses and schools across Merseyside have been recognised for their contribution to achieving a more sustainable transport future as part of the annual Merseyside Transport Awards.

Organised by Merseyside Transport Partnership (MTP), there were seven categories in total and organisations of all sizes and from all sectors were invited to enter.

The Estuary Commerce Park Occupiers, which includes companies such as Bank of Scotland and NHS Blood and Transport, scooped the prestigious TravelWise Award 2010 for the best overall sustainable initiative. Businesses at the park combined forces to develop an Area Travel Plan to reduce single occupancy car use and increase accessibility by all modes of transport across the business park.

The Merseyside Fire and Rescue Service was named TravelWise Organisation of the Year for delivering its 'improving environmental impact' strategy and developing an Environmental Management System. The FreightWise Award 2010 went to Peel Holdings for the success of its Manchester Barge Shuttle.

Breckfield and North Everton Neighbourhood Council (BNENC) scooped the Active Travel Award 2010 and the Going the Extra Mile Award 2010 was awarded to Northern Rail for its comprehensive train plan around the Matthew Street Festival.

The award winning schools included St Margaret's Church of England Voluntary Aided High School in Liverpool and Whiston Willis Primary School in Knowsley.

Neil Scales, Chair of MTP, said: "Our winners are shining examples of how working together can help shape a more sustainable transport future. A partnership approach has always been at the heart of MTP's work and will become increasingly important as we look to pool resources during the next Local Transport Plan."



Merseyside bus depot 'best in UK'

Staff at Arriva Merseyside's Birkenhead depot are celebrating after being crowned Top National Bus Depot at the prestigious UK Bus Awards 2010. The depot, which runs buses connecting the Wirral to Liverpool via the Mersey Tunnel, won praise from the judges for the high standards of service it delivers.



Transport to employment programme celebrates success

Celebrations have been held to mark a successful four years of Let's Get Moving, a programme that overcomes transport barriers to help disadvantaged communities access employment opportunities.

Co-ordinated by Merseytravel on behalf of Merseyside Transport Partnership, the European funded Let's Get Moving programme has successfully implemented a number of major projects since it launched in 2006.

As a result of the team's work, 74% of those hiring scooters and 85% of those hiring bikes are still in employment after six months, and more than half of those assisted by the Neighbourhood Travel Teams have remained in employment after three months.

John, who was given a bicycle through WorkWise Wheels, said: "When I became unemployed I was keen to get straight back to work, but money was really tight and even getting to interviews was a real

struggle. The help and advice that WorkWise provided means that I was able to return to and stay in work."

Across Merseyside Let's Get Moving came to a close at the end of last year, however Merseytravel has successfully secured funding for WorkWise to continue its South Liverpool Loan to Buy Scooter pilot until July, and Neighbourhood Travel Team activity will be delivered as part of the City Region Employment and Skills strategy.

Cycle Speke draws to a close

Organisations keen to get involved in Cycle Speke have until March this year to jump on board.

The scheme, which is funded by the European Regional Development Fund, launched in 2009 and has since worked with numerous companies such as Littlewoods ShopDirect and Riverside Group to help get staff cycling. Cycle workshops for employees, bespoke route planning advice as well as the opportunity to join wider organised bike rides and maintenance training is all available free through the Cycle Speke project.

Latest figures from Cycle Speke show that there has been a 60% year-over-year increase in those making trips on bikes, both within the Speke Estate and the Estuary Commerce Park.

Claudia Stuerck, Cycle Speke Officer, explained: "We urge anyone interested in getting involved to get in touch today. Whether you're keen to grow confidence in a team of beginner cyclists or want to support those people going to and from work on a bike with safety and maintenance training, we can help."

Projects initiated by Cycle Speke have included increasing the availability of cycle parking and bike shelters. It has also added two new dates to its Cycling Sundays calendar - 6 February (Netherley Tarbock) and 6 March (Speke Hall). Each ride leaves at 2 pm from Lifestyles Austin Rawlinson.

Further information on rides and free training is available at www.liverpool.gov.uk/cyclespeke or by calling Claudia Stuerck on **0151 233 5246**.

Taking freight careers into schools

Merseyside Transport Partnership (MTP) is promoting the benefits of working in freight and logistics as part of a campaign to educate 14-16 year olds on careers within the sector.

The initiative has included the development of a teacher training pack, student careers information leaflet and an online game. Created in partnership with Mersey Maritime, the representative organisation for the region's maritime sector, the game is loosely based on Monopoly and by controlling their own port, players can buy cargo, sell to customers and deliver at a cost. The team has also been speaking to students about the opportunities within the sector as part of enterprise and career days.

Jim Teasdale, Chief Executive of Mersey Maritime Group, said: "Merseyside has a thriving maritime and logistics industry with over 33m tonnes of cargo handled through the Port of Liverpool last year and distributed onwards to a wide catchment area. Our industry employs more than 26,000 in this region alone and provides a wide range of exciting career opportunities. By educating young people on the range of careers within the sector, we hope they will explore job avenues they may not previously have considered."

For further information, visit www.lcrfreightpartnership.org.

Decade of Health & Wellbeing arrives

More than 80% of Liverpool residents believed that the 2010 Year of Health & Wellbeing will make a difference to people in the city.

Led by Liverpool City Council and Liverpool Primary Care Trust, the initiative centred around the vision of achieving a healthier city region with a greater sense of wellbeing. Merseyside Transport Partnership (MTP) was just one of scores of partner organisations, community groups, businesses, charities and schools to get involved.

More than 140 activities took place in January to celebrate the year's success. The week-long series of events culminated in the launch of the Decade of Health & Wellbeing, which aims to inspire people to continue to follow the five ways to wellbeing by Connecting, Being Active, Taking Notice, Giving and Keeping Learning.

Gideon Ben-Tovim, Chair of Liverpool PCT, explained: "The impacts of 2010 are only just starting to be felt across our city and beyond and now is not the time to stop. By uniting together in innovative ways, making good use of funding and other resources, we can improve health & wellbeing by 2020."

The mutual benefits of joint working between the health and transport sectors have long been recognised in Merseyside (see page 2). More active modes of transport, such as cycling and walking, can help people lead healthier lives and supporting the improvement of health & wellbeing forms a central element of the draft third Local Transport Plan (LTP3) for Merseyside.

Neil Scales, Chair of MTP, said: "Improving the health & wellbeing of people in Merseyside will bring numerous benefits to the region and help the area to thrive both socially and economically. Transport can play an important role in supporting this and we must also work to improve air quality and cut the number of people killed on Merseyside's roads."

With many organisations already pledging their support for the Decade of Health & Wellbeing, those interested in learning more can visit www.2020healthandwellbeing.org.uk.

Free cycle tours of Merseyside's tourist attractions

People across Merseyside are invited to get on their bikes and take in some of the best sights the region has to offer as TravelWise launches a series of free cycle rides for 2011.

From Sunday 30 January until Sunday 27 March, guided rides will take place on a weekly basis. Catering for all abilities and fitness levels, each tour has a shorter and longer option, with everybody welcome.

Funded by the European Regional Development Fund (ERDF), more information on these rides and other cycling initiatives can be found at www.LetsTravelWise.org/cycling or by calling **0151 330 1848**.

The Foresight Group looks to the future

The need for health and wellbeing to be at the heart of the economic regeneration of the city region was the theme of discussions at the latest meeting of The Foresight Group.

Held in mid-January, Regional Director of Public Health, Ruth Hussey, described how the future should be seen as being based on a 'tree of life' where economy, environment and wellbeing are all equal essential elements to a sustainable and prosperous future based on a healthy community. Dave Moorcroft of The Mersey Partnership said that increasing jobs and retaining talent were critical to achieving this.

Chaired by Phil Redmond, the Foresight Group was originally convened by Merseyside Transport Partnership (MTP) and the University of Liverpool as part of preparations for Merseyside's third Local Transport Plan.

The group brings together leaders in a range of sectors across the Liverpool City Region from health, transport, housing, culture, education, regeneration and more to discuss the key issues around sustainability and aims to offer solutions to the issues facing our city region.

The Group will continue to debate these important issues for the city region over the coming year as part of its contribution to the Decade of Health & Wellbeing.

Its Chair, Phil Redmond, said: "As the country enters a period of political and economic change, the Foresight Group has an important role to play as the city region considers on how to tackle inequality, how to make the most of our resources, and how we deliver transport services, public health, deliver education, and build an inclusive society."

Award winning sustainable transport solutions

Merseyside Transport Partnership (MTP) has received two top awards for its commitment to reducing transport emissions in Merseyside.

Organised by the North West's Climate Change Local Area Support Programme (CLASP), the North West Climate Leaders' Awards are for people who are on the front line of delivering exemplary climate change services locally, and who are willing to share, inspire and teach others to do the same.

The Tackling Transport & Travel Emissions Award 2010 went to MTP for the Liverpool City Region Low Emissions Strategy. The prize included £2,000 to reinvest in future projects.

The team at MTP also received the highly commended award in the TravelWise Week category at the ACT TravelWise Awards 2010.

