



# Merseyside Local Sustainable Transport Fund

Major Bid Expression of Interest

Merseyside Transport Partnership  
June 2011

**LOCAL TRANSPORT PLAN**  
MERSEYSIDE



Public  
Transport



Goods



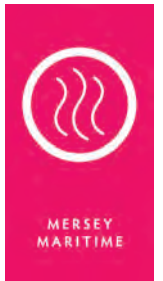
Walking



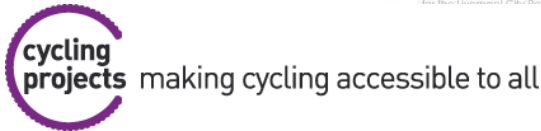
Cycling



Traffic



working for cycling

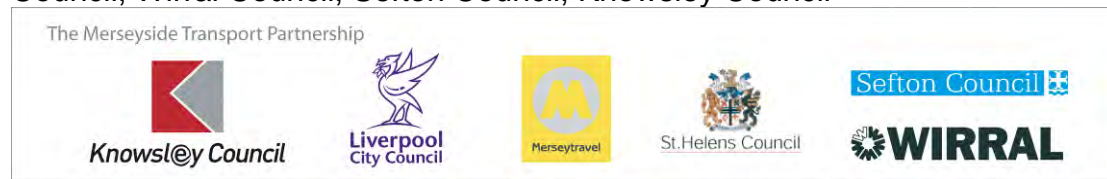


## Local Sustainable Transport Fund - Application Form

### Applicant Information

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

Merseytravel (co-ordinating authority), Liverpool City Council, St Helens Council, Wirral Council, Sefton Council, Knowsley Council



#### Senior Responsible Owner name and position:

*Neil Scales, Chief Executive, Merseytravel*

#### Bid Manager name and position:

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### SECTION A - Project description and funding profile

**A1. Project name:** Supporting Sustainable Access to Opportunity in Merseyside

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

This application builds on Merseyside's Key Component Bid by supporting access to 'opportunity' through sustainable short trips. Across Merseyside, it includes additional support for employers seeking sustainable transport options, and for prospective and current employees in some of England's most disadvantaged areas. It aims to improve the public transport network and key infrastructure for active travel users, whilst ensuring that sustainable access to opportunity brings environmental benefits through a reduction in carbon emissions. It assists access to forthcoming private sector employment opportunities such as those resulting from developments like Wirral and Liverpool Waters alongside a reduced dependency on public sector employment.

### A3. Geographical area:

This Major Bid Expression of Interest **broadens the geographical area** as defined in Merseyside's Key Component Bid application to ensure that **residents across Merseyside are able to benefit from LSTF support**. The aim is to ensure that both employers and prospective employees wherever they live in Merseyside, benefit through a range of LSTF supported interventions. Map 1 in our supporting appendices gives an indication of the distribution of some of the elements additional support applied for through this LSTF application. Of note is that:

- Where investment in areas such as East Wirral and South Sefton was focussed on some of England's most deprived communities in our LSTF Key Component Bid application, this application **seeks to secure additional investment for the whole community**;
- This application seeks to **expand support to areas such as the Speke Industrial area and other employment sites in Knowsley**;
- Our application asks for investment to be directed towards **the centre of Liverpool** to ensure that the economic centre of Merseyside can benefit from the LSTF programme;
- Members of the public across Merseyside, and **visitors to the area**, will be able to access travel planning support through 'travel solutions' activity. The aim is to assist them as they make an informed decision on the range of sustainable transport options available to them;
- A range of schemes, including **Green Infrastructure schemes** for active mode users and updates to the Public Transport network are proposed to bring about considerable **environmental benefits and to address carbon reduction** alongside their ability to contribute to economic growth; and
- Partners have identified **a range of improvements** to key elements of transport infrastructure such as the Liverpool Loop Line and selected Bus Services between disadvantaged residential areas and employment sites **which complement the wider programme of behavioural change activity** and support the LTP3 goals of improving health through transport interventions and the promotion of the city region priority of establishing a Low Carbon Economy.

Further information on the additional activity seeking support through this Major Bid is outlined in section C1. Various maps which provide further information on particular package elements are provided as supporting information.

### A4. Type of bid (please tick relevant box):

#### Small project bids

Tranche 1 bid

Expression of interest for Tranche 2  (please complete sections A and B only)

Tranche 2 bid

#### Large project bids

Key component bid

Large project initial proposals

**A5. Total package cost (£m): 38.692<sup>1</sup>**

**A6. Total DfT funding contribution sought (£m): 23.011<sup>2</sup>**

### A7. Spend profile:

<sup>1</sup> Excludes all LSTF Key Component Bid costs and contributions

<sup>2</sup> This in over and above the £4,877m applied for by the Merseyside authorities through the Key Component Bid process

£K	2011-12	2012-13	2013-14	2014-15	Total
Revenue funding sought	0	3,452	2,761	3,137	9,350
Capital funding sought	0	4,035	4,234	5,392	13,661

Local contribution	0	6,197	5,178	4,306	15,681
<b>Total</b>	0	13,684	12,173	12,835	<b>38,692<sup>3</sup></b>

## A8. Local contribution

This Major Bid EoI focuses on four 'packages' of activity. Information on the various sources of 'local contribution' is provided in the table below.

Package	Contributions
'Working with Employers'	<ul style="list-style-type: none"> <li>- Premises contributions from private sector partners and community organisations</li> <li>- Staff time from Local Authority partners</li> <li>- Contributions from local grant funded companies</li> <li>- Support from Knowsley and St Helen's Chambers of Commerce</li> <li>- Operating contributions from local Community Transport groups</li> </ul>
'Travel Solutions'	<ul style="list-style-type: none"> <li>- Local Authority staff time including Smarter Choices staff and Travel Plan officers</li> <li>- Council capital RS / LTP Cycle and Pedestrian activities</li> <li>- Section 106 support from local businesses and development organisations</li> </ul>
'Sustainable Transport Infrastructure'	<ul style="list-style-type: none"> <li>- Staff time from local authorities in Merseyside</li> <li>- Section 106 support from local businesses and development organisations</li> <li>- Contributions from the Project Jennifer programme and Liverpool Waters developments</li> <li>- Support from the Sustrans Capital Programme</li> <li>- Network Rail Lime Street Infrastructure support</li> <li>- Support from Colour Matrix in installing infrastructure improvements in Knowsley</li> <li>- Tesco Capital Contribution</li> <li>- LTP Capital Programme</li> </ul>
'Bus Services'	<ul style="list-style-type: none"> <li>- Staff time from local bus companies</li> <li>- Administrative support from local bus companies</li> </ul>

Supporting letters are provided as supplementary information.

## A9. Partnership bodies

Following announcement of LSTF by the Department for Transport, Merseytravel convened a meeting of the wider **Merseyside Transport Partnership** to discuss the fund and the opportunities afforded by this new source of support. Partnership members (through a process of 'logic mapping' as defined in the LSTF guidance), together with the wider stakeholder group, identified a wide range of options for support through the LSTF programme which were subsequently refined by the steering group members. Stakeholders were then consulted further through the use of a proforma based exercise to gather their views and ideas on the refined options developed by the partnership.

Our Major Bid programme is broken down into **four complementary packages of activity** and a range of partners will assist in both the delivery and management of this programme:

- It draws on the experience of Merseyside's award winning **TravelWise** programme;
- **Chambers of Commerce** will host business support advisors and will provide a link to the business community;

<sup>3</sup> To clarify, this amount is our revenue and capital 'ask' plus our local contributions in addition to all costs previously provided in our Key Component Bid application.

- In Sefton, **InvestSefton** and **Sefton@Work** will play a key role in facilitating continued dialogue and input with private sector partners;
- Liverpool Innovation Park has been announced as one of the new '**Business Neighbourhood Frontrunners**' and we intend to work with **Space NW** to ensure that businesses in this area are able to draw on LSTF funded support as they address travel issues in relation to the park;
- We have worked closely with **Liverpool and Sefton Primary Care Trusts (PCT)** to identify elements of good practice from our work with the health sector;
- We will work with a number of civil society organisations through the **ToGo Partnership**;
- The **Community Transport Operators Forum** will assist us in commissioning bespoke services to support individuals with travel solutions.
- **Transform in the Community** will continue to share good practice on access and independent travel training and will advise on project implementation;
- We will build on the experience gained by partners through the Beacon award winning **Let's Get Moving** programme;
- We will work with **Sustrans** to build on their Bikelt programme by supporting employees and those who are unemployed gain the skills necessary to cycle to work;
- We have worked together with **Northern Rail** to develop proposals for cycle hire facilities at selected railway stations to enable current and prospective employees to access employment via bicycle;
- **Merseyforest** have identified green infrastructure schemes of particular benefit to members of the public seeking to travel to key services by active modes and will take the lead in this aspect of project delivery; and
- **Stagecoach and Arriva** will take the lead in implementing 'green' vehicle technology, new forms of information provision and vehicle management technology on selected routes between areas of disadvantage and employment opportunity.

## **SECTION B – The local challenge**

### **B1. The local context**

In considering the opportunities offered by the Local Sustainable Transport Fund programme, members of the Merseyside Transport Partnership reflected on work undertaken to date during the preparation of Merseyside's LTP3 which examined issues of accessibility, disadvantage and unemployment. Levels of disadvantage and access to 'opportunity' vary markedly across Merseyside with selected areas being some of the most deprived in England. Despite the considerable efforts of key partners and community based organisations across Merseyside there continues to be a **fundamental disconnection between our most disadvantaged communities and Liverpool's growing city centre and Merseyside's key employment locations**. Physical barriers however remain. There is strong access between some areas, while others, especially those serving port related activity and those with listed structures continue to restrict access. Whilst Merseyside has economic areas such as Lea Green and the Knowsley Industrial park which form some of the region's key economic drivers, both physical and behavioural barriers continue to restrict the area's ability to reach its full potential. This bid seeks to address these issues across Merseyside by building on the efforts of partners and the wider community to ensure that the good work and commitment shown to date is supported into the future with a secure legacy.

**Merseyside has undergone significant regeneration and redevelopment** over the last decade with the aid of numerous European funding programmes; most notably the 2008 European Capital of Culture programme. However, although Merseyside has raised its visibility and profile at both a national and international scale, **significant economic, environmental and social challenges remain**, which threaten future economic development. Inward investment in the recent past has provided valuable support for the local economy, but a continuing challenge remains in making new opportunities accessible to members of the public who are unemployed, have a low level of qualifications and / or who face difficulties in accessing further education, training and employment due to transport problems. These personal issues are compounded further for members of the public in Merseyside who live in some of the most disadvantaged areas in England. A successful LSTF

bid however would provide members of the Merseyside Transport Partnership (MTP) with the opportunity to continue to tackle many of these issues and **build on the excellent platform provided by the partnership's work in implementing their Local Transport Plan** and the work of programmes such as **Workwise** which have demonstrated the ability of partners to support members of the community access employment, training and further education.

#### Employment on Merseyside

Revised population estimates show that Merseyside has experienced a greater decline (11.2%) in population than anywhere else in England since the early 1980s (ONS, 2009). Moreover, the area is likely to suffer from a restricted local labour force if inward migration and investment are not secured in the near future. The proportion of people unemployed and in receipt of Jobseeker's Allowance (JSA) is higher in Merseyside than the North West and Great Britain average (see Table B1.1). The proportion of residents claiming employment and support allowance (ESA) and incapacity benefits is also significantly greater across Merseyside (11.0%) than the regional (8.8%) and national (6.7%) average (Table B1.1). Furthermore, **a greater proportion of employees across the five Merseyside local authorities are in public sector employment than the North West and Great Britain average**, and are therefore more vulnerable to redundancy with cuts in public spending (Table B1.1). **Connectivity of existing transport networks must therefore be improved**, particularly to key further education, training and employment centres and opportunities, as part of a wider offer to encourage more people to both live and work in the area, and in turn help secure Merseyside's economic future. This bid aims to play its part in supporting efforts to raise the percentage of employees on Merseyside within the private and community sectors.

The partnership are acutely aware of the high levels of unemployment in Merseyside, the lower than average education and training uptake and the role transport plays in influencing an individual's ability to access these opportunities. There is also a vital link between an efficient, well run transport network and the ability of the region to attract investment and inward migration and to retain its existing population. This application for funding therefore focuses on **supporting members of the public as they seek opportunities in further education, training and employment**. Funding would **enable the MTP to continue to provide vital support**, not only in accessing employment opportunities, but also to encourage the use of sustainable modes where possible.

*Table B1.1: Employment, Education & Training on Merseyside Compared with Regional and National Averages*

	Great Britain	North West	Merseyside	Knowsley	Liverpool	Sefton	St Helens	Wirral
(%) people unemployed	7.7%	8.2%	10.5%	11.6%	12.6%	9.3%	8.4%	9.1%
(%) JSA claimants	3.8%	4.2%	5.7%	6.3%	6.8%	5.0%	4.7%	4.6%
(%) employees in public sector employment	21.70%	23.04%		25.68%	30.08%	31.10%	21.04%	28.74%
(%) no qualifications	12.3%	13.8%	16.4%	21.4%	20.1%	13.0%	16.1%	11.5%
% NEET 16-18 yr olds	7.2% (England)	8.8%	9.81%	10.63%	10.03%	8.30%	10.98%	9.72%

*Source: ONS annual population survey (Oct 2009-Sep 2010); ONS claimant count with rates and proportions (Feb 2011); Business Register and Employment Survey (BRES) (2009); and Department for Children, Schools and Families (DCSF)/Greater Merseyside Connexions Partnership (GMCP) NEET Statistics (July/August 2010).*

#### Disadvantage on Merseyside

**Merseyside is one of most disadvantaged areas in England**, with 35% of Merseyside Lower Layer Super Output Areas (LSOAs) in the top 10% most deprived areas in the country. This equates to a third of the Merseyside population being classified as 'disadvantaged'

(DCLG, IMD Rankings 2007). The overall IMD score comprises several deprivation indicators for Employment, Education Skills & Training, Health, Living Environment, Crime and Income. Table B1.2 shows the percentage of Merseyside LSOAs that are in the top 10% most deprived in the country for each of these areas.

Employment and health deprivation of particular concern for Merseyside with the greatest percentage of LSOAs in the top 10% most deprived being in these areas. This is especially pronounced in Liverpool and Knowsley, with over half of the LSOAs in these authorities in the top 10% most deprived for employment and health. In Liverpool, 70% of LSOAs are in the top 10% most deprived for health. There is evidence to suggest that **being in work is beneficial for health** and that worklessness can lead to poorer health (Working for a healthier tomorrow - Dame Carol Black's review of the health of Britain's working age population 2008). Transportation therefore has the potential to impact upon health in Merseyside indirectly through ensuring vital linkages to employment and training opportunities, as well as directly through encouraging sustainable and active modes of travel.

*Table B1.2: Percentage of LSOAs in the Top 10% Most Deprived*

	Merseyside	Knowsley	Liverpool	Sefton	St Helens	Wirral
Overall IMD Score	35%	47%	56%	18%	23%	24%
Employment	39%	54%	56%	25%	27%	29%
Education Skills & Training	19%	39%	31%	5%	13%	9%
Living Environment	27%	27%	55%	8%	11%	14%
Health	47%	66%	70%	27%	34%	33%
Crime	23%	20%	45%	6%	12%	14%
Income	28%	43%	43%	15%	16%	20%

Source: DCLG, IMD Rankings 2007

There are considerable **disparities across Merseyside in terms of the travel choices and accessibility levels that different population groups have to employment opportunities and other key services**, creating 'mobility rich' and 'mobility poor' communities. Areas of multiple deprivation tend to have particular transport characteristics, such as low car ownership and low travel horizons, and suffer from social exclusion with poor access to key services and opportunities (see Table B1.3). Maximising sustainable accessibility for these 'mobility poor' groups to employment, education and training opportunities, including major new developments, such as **Liverpool and Wirral Waters and the Port of Liverpool**, is essential to promoting social and spatial inclusion as well as supporting future economic growth. Our **bid proposal therefore focuses on addressing this 'opportunity gap'** and aims to continue the work of the partnership in raising the aspirations and access to opportunities for residents in Merseyside's more deprived areas, by focussing on sustainable access to opportunities. This application focuses on **providing members of the public in these areas with sustainable travel choices** to ensure that the decisions they make in accessing new further education, training and employment are carried forward as they settle into their new role.

*Table B1.3: Percentage of households with no cars 'generally available'*

	Great Britain	North West	Merseyside	Knowsley	Liverpool	Sefton	St Helens	Wirral
(%) households with no cars 'generally available'	25%	26%	37%	43%	50%	31%	30%	28%

Source: DfT National Travel Survey (2008/09); Merseyside Countywide Household Travel Interview Survey (Nov 2010)

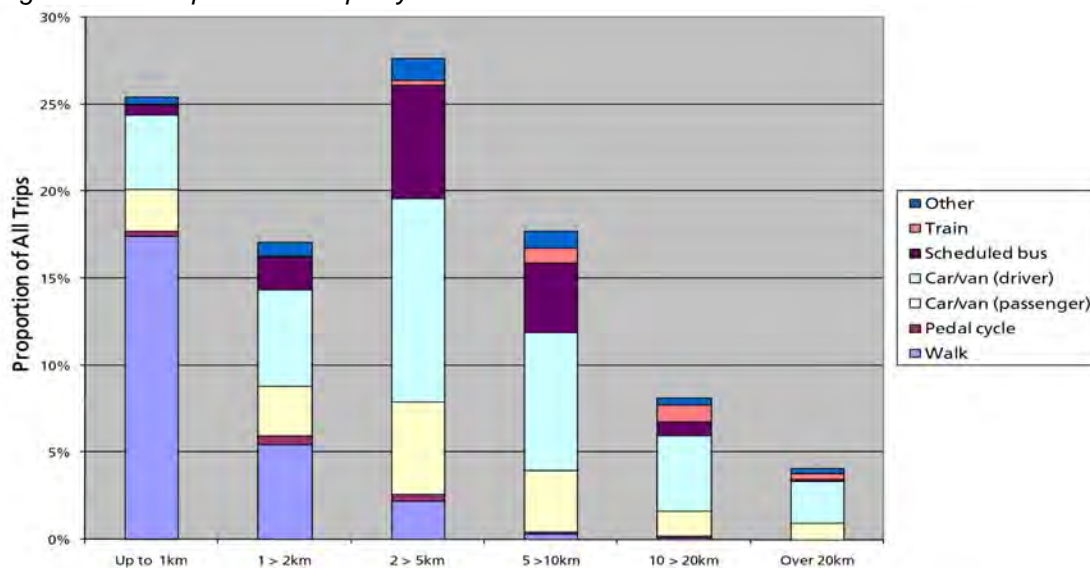
Environmental issues

Transport is a significant contributor to a number of environmental challenges facing Merseyside, accounting for 20% of greenhouse gas emissions and a major cause of the **areas of poor air quality**. Air quality is a growing concern and over the last five years the **number of Air Quality Management Areas (AQMA's) has increased from two to six** with the whole of Liverpool has been declared an AQMA. Poor air quality has detrimental impacts on health and affecting quality of life, economic productivity and creating an additional burden on local resources. The Liverpool City Region (LCR) acknowledges that improving the quality of the environment is a challenge, but also understands that it is the basis for considerable economic opportunity. Many people in Merseyside have skills and experience gained through engineering and maritime heritage, which can provide the **basis for employment in the developing green technology sector**. Indeed within the local travel to work area there are two significant employers in the motor vehicle industry, **Jaguar - Land Rover and General Motors who are both pursuing the commercial development of low emission and low carbon vehicles**. This expertise provides an excellent base for expanding economic opportunities while simultaneously addressing the need to cut carbon emissions. On Merseyside's public transport system we already have experience of hybrid, full electric and sustainable bio-fuels as alternatives to the use of fossil fuels which reduce carbon and regulated emissions and this knowledge will be used to take these options into the wider transport system. However, investing in new generations of low emissions vehicles and fuels is only one of our approaches to cutting carbon. Encouraging people and facilitating their ability to make sustainable travel choices offers great opportunity to reduce emissions over the short term. Our bid therefore proposes measures that will facilitate and support cutting carbon through behaviour change, job creation and investment in technologies and people.

## B2. Evidence

There are approximately 4 million trips generated in Merseyside every day, which equates to around 3 trips per day per resident (see third Merseyside Local Transport Plan, 2011 for all references). Travel demand is greatest during the AM peak (8am to 9am), which contains around 0.5 million (12.5%) of the daily trips, over three times more than an average hour. Liverpool city centre is the main destination for trips to work, with a tenth of all commuting trips in Merseyside ending in the city centre. This application therefore **recognises and seeks to build on the work of partners in addressing the potential air quality issues associated with commuter travel to the city centre**. Figure B2.1 shows that about a quarter of all trips in Merseyside are less than a kilometre long and over two-thirds are less than 5 kilometres. For trips less than 10 kilometres, over a third are made by car drivers, which is more than walking and cycling combined. This demonstrates that **for shorter trips, there is significant potential for mode shift towards active travel modes**.

Figure B2.1: Proportions of trips by distance band and mode



Source: Merseyside Countywide Household Travel Interview Survey (Nov 2010)

## Sustainable Access to Employment, Education & Training Opportunities

Table B2.1 illustrates the **higher dependency on public transport by low-income households in Merseyside**, with almost a fifth (18.2%) of trips by households with an annual income of less than £15,000 made by bus compared to only 3.3% by households with an annual income of over £50,000.

The recent Government White Paper noted that 6% of 16–24 year olds turn down training or further education because of transport problems; those with learning difficulties and disabilities are more likely to cite costs of transport as a constraint in pursuing post-16 learning (Social Exclusion Unit, 2002). **Improving sustainable accessibility to employment opportunities and other key services, particularly for low-income and non-car and / or bicycle owning households, is essential to improving travel horizons and reducing inequalities in travel choices.**

*Table B2.1 Mode share by annual household income: Merseyside*

	Up to £5000	Up to £10000	Up to £15000	Up to £20000	Up to £25000	Up to £30000	Up to £35000	Up to £40000	Up to £50000	Over £50000
Bus	29.5%	17.5%	18.2%	14.1%	14.5%	10.3%	3.4%	3.9%	3.7%	3.3%
Car (as driver or passenger)	14.7%	34.7%	46.1%	55.7%	58.5%	66.6%	68.3%	75.6%	75.5%	80.4%

*Source: Merseyside Countywide Household Travel Interview Survey (Nov 2010)*

Tables B2.2 shows the modal split of trips to work and post 16 education (Countywide Household Travel Survey 2010). Travel by car/van as driver or passenger is by far the most popular mode for both types of trip, but the share of this mode over more sustainable options is more pronounced for post 16 trips to education. This represents an area of concern for the partnership. Resources are required to identify the key contributing factors which lead to these travel choices and to **ensure that a lack of public transport options or infrastructure for active modes is not a barrier to opportunity.**

*Table B2.2 Mode share of travel to work and education (for respondents 16+)*

	Car/Van (Passenger or Driver)	Walk/Cycle	Scheduled Bus	Train	Taxi	Other
Trips to work	70.2%	11.8%	11.0%	5.3%	0.8%	0.8%
Post 16 trips to education	92.1%	4.9%	1.1%	0%	1.6%	0%

*Source: Merseyside Countywide Household Travel Interview Survey (2010)*

In Merseyside, the average travel time to the nearest employment centre is 8 minutes by public transport/walking and 6 minutes by cycle, which is faster than the national averages of 10 minutes by PT/walk & 7 minutes by cycle. This difference is even more pronounced when looking at the average travel time to the nearest further education institution, which is 12 minutes by PT/Walk and 7 minutes by cycle for Merseyside compared to 19 minutes by PT/Walk and 20 minutes by cycle for England (*source: DfT 2009 Core Accessibility Indicators, July 2010*).

These travel times suggest that there is **scope on Merseyside for encouraging travel by sustainable modes to employment and education opportunities.** They also suggest that travel time alone may not be the most significant barrier to accessing opportunities by sustainable modes. The **provides a real opportunity for the partnership to target resources at other factors** such as increasing information/awareness, maintaining and improving infrastructure and supporting members of the public as they gain employment to ensure they are able to afford to travel by public transport to further opportunities. Previous research undertaken by Merseytravel on community segmentation will be particularly valuable in ensuring resources are targeted at providing members of the community with the greatest propensity to change to using sustainable modes of travel with support, guidance and advice.

In summary, households in Merseyside tend to have low car ownership and incomes, and are therefore highly dependent on the availability and accessibility of public transport to access further education, training and employment opportunities. Merseyside also tends to suffer from low travel horizons and poor health, as people are less able to travel further distances for employment. Increasing costs of travel and future rail capacity constraints threaten to increase inequalities in travel opportunity and exacerbate social and spatial exclusion.

**Improving sustainable accessibility to education, training and employment opportunities will be essential to mitigate these threats and facilitate economic growth whilst at the same time providing travel options which accord with the ongoing work of partners to tackle levels of carbon emissions associated with travel to opportunity.**

### **B3. Objectives**

Merseyside's third LTP is based on three main ambitions; supporting sustainable economic growth, reducing carbon output and improving health and well-being. It sets out the need for a new mobility culture to help achieve our Vision to help create a city region, committed to a low carbon future which has a transport network and mobility culture which positively contributes to a thriving economy and the health and well being of its citizens and where sustainable travel is the option of choice. In developing Merseyside's Local Transport Plan 3, the key priorities and objectives set out in the plan have been taken on by the shadow Local Economic Partnership.

The Merseyside Transport Partnership has defined a package of six goals to drive our Vision, contained within Merseyside's Local Transport Plan 3:

**One** - Help create the right conditions for sustainable economic growth by supporting the priorities of the Liverpool City Region, the Local Enterprise Partnership and the Local Strategic Partnerships.

**Two** - Provide and promote a clean, low emission transport system which is resilient to changes to climate and oil availability.

**Three** - Ensure the transport system promotes and enables improved health and wellbeing and road safety.

**Four** - Ensure equality of travel opportunity for all, through a transport system that allows people to connect easily with employment, education, healthcare, other essential services and leisure and recreational opportunities.

**Five** - Ensure the transport network supports the economic success of the city region by the efficient movement of people and goods.

**Six** - Maintain our assets to a high standard.

**This LSTF Major Bid application seeks to build on both the objectives set out in Merseyside Local Transport Plan 3, and the Key Component Bid application submitted in April 2011.** As with the Key Component Bid, this application focuses on supporting employers and residents of Merseyside make sustainable travel choices for short trips and **build upon the previously acknowledged best practice of TravelWise working with employers and community advocates.** However, members of the Merseyside Transport Partnership have gone further with this Major Bid application. This bid also seeks to support Merseyside's aspirations for reducing carbon emissions associated with commuter travel, mirroring our objective to provide a clean, low carbon transport system.

## **SECTION C – The package bid**

### **C1. Package description**

#### The Proposed Package

This proposal directly responds to the requirement of the LSTF to improve economic growth through measures related to sustainability, carbon reduction and the rebalancing of the local economy. **This proposal from the Merseyside Transport Partnership focuses on both existing and innovative ways to support employment prospects through sustainable modes of travel.** This is a comprehensive programme of interventions targeting employers,

their workforce and our workless communities including members of the public living and working in some of England's most deprived areas. With continuing awareness of the need to support members of the public who are out of work, and businesses who are looking to grow and expand their market share, this application centres on supporting access to opportunity; opportunities for members of the public who wish to gain employment and opportunities for the private and voluntary sectors who may wish to grow through moving towards more sustainable modes of business travel. Furthermore, it supports the wider health and wellbeing objectives of partners by investing in active modes of travel for both employment and leisure purposes and it fits well with the aspirations of partners to continue our work to address levels of carbon emissions associated with travel to work.

#### Relationship with our Key Component Bid

The Merseyside Transport Partnership's Key Component Bid was developed alongside this 'major' bid application. Members of the partnership defined and agreed on the need to support the business community and wider private sector in Merseyside in addressing their transport and travel needs, and the needs of current and prospective employees. This Major Bid application seeks to go further by:

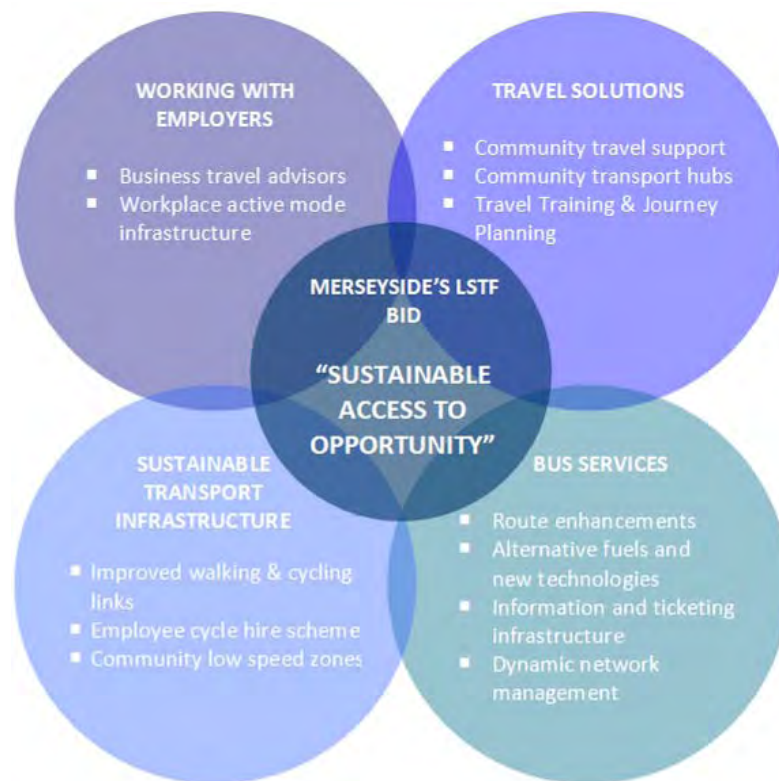
- Expanding the geographic area covered by the bid;
- Including support for investment in the public transport network to tackle carbon emissions associated with travel to work, and to continue to make public transport an attractive option for commuters; and
- Targeting investment at specific infrastructure such as the Liverpool Loop Line, elements of Green Infrastructure and access to key sites such as Liverpool Waters.

#### 'Packages of Activity'

As noted above, our Major Bid is broken into four distinct, complementary elements:

- **Working with employers** – A programme of support activity to assist employers as they seek to raise levels of sustainable access to their places of work for new and existing members of staff;
- **'Travel Solutions'** - Support for members of the public wishing to access employment and training, but who may currently experience barriers to accessing employment through an inability to access public transport or travel by active modes;
- **Sustainable Transport Infrastructure** – A complementary package of infrastructure improvements aimed at addressing physical barriers to traveling to employment opportunities by sustainable modes; and
- **Bus Services** – A programme of investment in and support for the public bus network as it provides a key means of access to employment and wider opportunities for residents and visitors to Merseyside through the use of low emission technology.

The diagram below summarises the relationship between each of these elements.



In addition to the above 'elements' members of the Merseyside Transport Partnership also identified the need for the **community to play a key role in delivering many of the interventions** described below. Throughout this application there is an awareness of the role the community itself will play in delivering a sustainable transport system and supporting members of the public to access the information, resources and services they need to take advantage of the opportunities open to them. Further information on each element of this Major Bid application is provided below.

#### 'Working with Employers'

This element seeks to provide **direct support, advice and guidance to employers** as they examine the issues which affect current and prospective staff as they travel to work. Partners across Merseyside have developed a package which includes:

- **Business Travel Support advisors**, based within local partner organisations such as the St Helens and Liverpool Chambers of Commerce, to provide direct support to local businesses, including;

- 1 member of staff in the Kirkby area to work on supporting sustainable access to a key employment location;
- 1 member of staff to work with businesses in Liverpool's Central Business District;
- 2 members of staff in the South Sefton / North Liverpool area to work with employers in improving access to employment opportunities in the docks area and the Liverpool Waters development; and
- 1 member of staff to work in St Helens, supporting businesses as they tackle employment access issues for current and future staff.

- Support for businesses and key workplace sites in **installing and improving facilities for members of staff and visitors who wish to cycle to work**, including;

- 1 member of staff will work with businesses in the leisure and tourism sector to support Merseyside's ongoing objective to promote the role of the visitor economy.

- Projects such as the '**Active Speke**' **community hub** acting as a focal point for members of the public to access information and support as they seek to overcome travel difficulties as they access employment;

- 1 member of staff will work closely with members of the public in the Speke area to support cycle access to employers such as Jaguar and Liverpool John Lennon Airport; and
- 1 member of staff will work in the Everton area of North Liverpool;
- Younger members of the public in Knowsley, not currently in employment will be supported by a work based learning member of staff; and
- A community travel hub will be established in Wirral in anticipation of the continued need for travel advice to be given to new employees accessing the Wirral Waters development.

- Particular focus given to **supporting companies in the low carbon economy** sectors as they explore the transport needs of prospective and current staff;
  - This may include on-site support for employees, including cycle maintenance support and cycle training delivered through the workplace.

The retention of younger members of staff, and those with young families who live in the most deprived parts of Merseyside is a particular problem and will form a central part of this work programme. Business support staff will provide significant support for the unemployed as they seek to take advantage of job opportunities generated through the regeneration programmes currently in progress in these areas. A key aspect of the 'working with employers' package is for these business support staff to act as a dissemination mechanism for partners from the public and private sectors to share evidence and insight on business methods which reduce an employer's carbon footprint through travel. In Sefton, for example, this strand of work builds on our proven 'Invest Sefton' and 'Stepclever' methods of best practice dissemination. Furthermore, LSTF funds will also be used to provide **specialist support for companies in the Environmental Technologies, Transport and Logistics sectors** to achieve and sustain carbon reduction targets through examination of their staff travel to work patterns and generate green jobs.

Across Merseyside, local Chambers of Commerce represent both large multi-national organizations and a range of community based businesses. Whilst the traditional travel plan support model, based on a member of staff taking responsibility for the implementation and management of a travel plan demonstrates success with larger businesses, experience in Merseyside has shown that smaller private sector partners find it harder to engage with strategic travel planning programmes. We therefore propose to establish Transport Hubs to provide local businesses with the opportunity to access support from a central location based within a key priority area. Staff within the hubs will provide travel assistance training for current and prospective staff alongside the general public, personalised journey planning and travel passes for those who are seeking employment and require initial financial support to get into work. The **embedding of staff within the community** will also look to develop community advocates who will sustain the provision of advice into the community beyond the life of the LSTF programme.

#### 'Travel Solutions'

To complement activity focused on support to businesses, this element focuses on **providing support to individuals as they seek employment and training opportunities**. Partners have identified a need for members of the public living in some of England's most deprived areas in Merseyside to receive support and advice on methods of accessing employment opportunities. With changes to the employment market, those leaving education or seeking work are increasingly required to travel across the Merseyside area. In working in partnership to develop this 'travel solutions' support package partners aim to broaden the travel horizons of those seeking employment and assist them in traveling to employment opportunities which are perhaps outside their local community. The aim is to both guide members of the public towards more sustainable modes of travel, and to support those who are unemployed in overcoming transport problems which currently prevent them from taking up employment opportunities.

This strand of work focuses on providing travel support advice to members of the public wishing to access employment opportunities. 6.5 Full Time Equivalent members of staff will work across Merseyside, based within 'outreach' offices managed by partner organizations to

ensure that advice and support on overcoming transport problems is placed at the heart of the community in an easily accessible location. This in turn will allow these support staff to gain a full understanding of the travel issues faced by members of the community.

These travel support advisors will be provided with financial support for key resources and activities both during the life of the LSTF programme and beyond. This support will offer members of the community:

- The opportunity to access **journey plans**;
- Travel assistance training, including **cycle buddying schemes and travel training** for members of the public seeking employment but who may find it difficult to use public transport;
- **Travel passes** for members of the public seeking employment or newly appointed to a job opportunity;
- Scooter and Bicycle hire, specifically for new starters;
- **Bike ride and walking promotional activity** to build on the work of the Merseyside TravelWise programme; and
- **Ecodriving training** for members of staff for whom driving by car is an essential part of their job.

#### 'Sustainable Transport Infrastructure'

In providing support for the private sector and businesses in Merseyside as they examine the transport and travel issues facing current and prospective staff, the Merseyside Transport Partnership are acutely aware of the need to **accompany support for individuals as they choose sustainable, active modes with improvements to transport infrastructure**. By doing so, physical barriers to active travel can be removed making it easier for members of the public to put into practice their desire to travel by more sustainable, 'active' modes. The business support staff identified in the 'working with employers' element will play a key role in facilitating the introduction of these improvements and in **instilling a cultural change in employers to support sustainable travel beyond the life of the LSTF programme**. They will work with employers to identify areas for infrastructure improvements and will act as a link between Merseytravel, each of the District Councils, and the business community.

Infrastructure improvements supported through this element of the package fall into a series of distinct areas:

- **Facilities at key employment destinations for active travel users**. This will include:
  - Cycle parking at selected employment sites;
  - Changes to access arrangements at larger employment sites to make it easier for cyclists to safely journey to work; and
  - Specific changes to infrastructure close to further and higher education establishments to make it easier for those seeking training and further professional development to cycle or walk to training.
- **Improvements to infrastructure in surrounding areas for cyclists and walkers**. This will include:
  - Improvements to cycle ways and pedestrian routes across Merseyside;
  - The re-use / improvement of sections of disused railway line and unclassified pathway for cyclists and pedestrians, including **improvements to the Liverpool Loop Line**, currently managed by Sustrans;
  - Working with Merseyforest on **Green Infrastructure** improvements of benefit to active mode users;
  - The installation of signage and lighting at key locations;
  - The installation of **20 MPH zones** to increase levels of safety on local roads close to employment sites;
  - Improving pedestrian and cyclist access to and from rail stations in the Wirral (joint activity with Cheshire West and Chester's LSTF Minor Bid to support cross boundary travel to employment); and

- Access improvements for members of staff working in Merseyside's 'Visitor Economy' sector.

**- Support for members of the public wishing to travel by active modes through:**

- Expanding the Liverpool city centre Cycle Hire Scheme to 1000 cycles;
- Installing a dedicated cycle hub at Lime Street station providing information on sustainable travel options; and
- Integrating the scheme with Northern Rail's Plusbike proposals by expanding cycle hire facilities to 8 Northern Rail stations in Merseyside where there is particular scope for supporting onward travel to employment by bicycle.

Bus Services

As discussed above, partners have identified a number of key employment sites in Merseyside and partners are keen to further improve access to employment at these locations by public bus service (Maps provided in appendices). These sites are:

- The employment areas of **South Liverpool**, and specifically Jaguar Land Rover manufacturing (as served by the Number 86);
- **St Helens town centre** (as served by the Service E10 / E11/ E12); and
- A new leisure facility in **Knowsley**.

Each of these locations offers particular opportunities for considerable employment growth. The provision of sustainable access to new jobs is therefore of critical importance to ensure that public bus services are a real option for new employees when making their travel decisions. Particular improvements to these services will include:

- Enhancing the operation of some of these services via the **conversion to sustainable bio fuel operation** for an existing commercial service and **electric operation** for another;
- Additional **information and ticketing infrastructure** and improvements are planned to address the often perceived barriers to travel by public transport;
- The installation of supporting infrastructure such as **electric charging points** for buses;
- The installation of **realtime information screens at large employment sites**;
- Building on the existing **smartcard technology** to integrate with existing cash tickets; and
- **Facilities at Liverpool Main Line station** to integrate with the underground Merseyrail Electrics network.

These improvements would be supported by a joint local authority / operator staff team to dynamically review and react to delays which may occur on the bus network. This team would be supplemented by resources from the bus operators and would initially be focused on the SQP routes including those serving south Liverpool and north Liverpool. Furthermore, in procuring improvements to these services, partners are keen to explore opportunities for **local community transport and taxi operators to provide elements of these services** where possible.

**C2. Package costs<sup>4</sup>**

<sup>4</sup> As advised, we have included Key Component Bid costs as a scheme element within this table. Table C2 shows that our total funding requirement is £27.8 million. This comprises £23m for our Major Bid application and £4.8m for our Key Component Bid application.

Scheme element 1	£K	2011-12	2012-13	2013-14	2014-15	Total
Working with Employers	Revenue	0	450	628	602	1679.975
	Capital	0	300	300	300	900
Scheme element 2	£K	2011-12	2012-13	2013-14	2014-15	Total
Travel Solutions	Revenue	0	784	1,022	1,007	2812.849
	Capital	0	0	0	0	0
Scheme element 3	£K	2011-12	2012-13	2013-14	2014-15	Total
Sust' Transport Infrastructure	Revenue	0	389	519	366	1273.304
	Capital	0	3,713	3,044	3,172	9928.7
Scheme element 4	£K	2011-12	2012-13	2013-14	2014-15	Total
Bus Services	Revenue		1829	592	1162	3582.997
	Capital		23	890	1920	2833
Scheme element 5	£K	2011-12	2012-13	2013-14	2014-15	Total
Key Component Bid	Revenue	450	834	848	787	2919.217
	Capital	405	801	431	321	1958
<b>GRAND TOTAL</b>						<b>27888</b>

### C3. Rationale and strategic fit

Over the past fifteen years, Merseyside has undergone a major transformation that has resulted in improvements to its physical and social capital. Capital of Culture in 2008 marked these improvements, but also the starting point for the next phase of Merseyside's renaissance. Subsequent economic circumstances have made this more challenging, but we have a clear understanding about what needs to be done and a platform from which to build.

In order to drive the economy forward, the Liverpool City Region has developed five transformational actions designed to build on the region's strengths. These are:

- Developing SuperPort, designed to build on the large freight and logistics sectors;
- Building the Visitor Economy, which has been a major legacy of Capital of Culture;
- Developing the Knowledge Economy;
- Developing a Low Carbon Economy, building on the areas coastal position and natural assets; and
- Supporting small and medium sized businesses.

These actions are the foundation of the shadow **Local Enterprise Partnership**. As such they provide a clear framework of Merseyside's strategic priorities. Our LTP3 has been closely aligned with these transformational actions and sets out explicitly the need for future transport investment and improvements required to support the priorities of the city region, alongside reductions in carbon and improving health. As such the LTP has been closely integrated with the aims and aspirations of the emerging Local development Frameworks.

Despite recent success, Merseyside still has far too many negative features including high levels of worklessness and poor levels of health and well being. These place a burden on the area and its ability to deliver against the transformational actions and impact directly on many communities. This is why the LTP is committed to supporting **Merseyside's Decade of Health and Well Being**, on the basis that economic success, environmental probity and improvements to health and well being are mutually supporting. Our application links closely to the ongoing work of partners in Merseyside working to overcome health and wellbeing issues in the community by supporting members of the public as they choose active modes to access opportunity.

The emergence of a **Green Infrastructure Action Plan** for the area demonstrates clear linkages to this agenda including new job opportunities and links well with our proposals, in partnership with the **Merseyforest**, to develop further Green Infrastructure for active mode users accessing employment, training and further education. **Liverpool Vision and Chamber** have launched a new report, 'Building the low carbon economy on Merseyside' which further demonstrates the strategic advantage to be gained by committing to a holistic approach to planning for future climate change and concerns for fuel security. Both these issues are reflected in LTP3, and carried forward by actions set out in this bid.

Merseyside has many of the natural, built and business assets to support its transition to a Low Carbon Economy; for example our coastal location is ideal for offshore wind generation. Already an estimated 8,700 people are employed across Liverpool City Region in the low carbon sector. The **Mersey Partnership's Low Carbon Economy Action Plan (2011-2015)** forecasts that nearly 12,000 new jobs can be created in this sector over the next five years. Offshore wind energy, microgeneration, smart grid and retrofitting in particular offer substantial opportunities. This application therefore aims to support prospective employees access employment in these sectors.

In partnership with the local Chambers of Commerce and other stakeholders, the Merseyside Transport Partnership undertook a large transport and business survey in 2008 which has provided a clear understanding of business need. Continuing dialogue with the Chambers and bodies such as the **Freight Quality Partnership** in the development of LTP has shown that many now recognise not only the need to play their part in reducing carbon through effective transport policies, but also that in doing so they can begin to play a real part in the low carbon economy. They also recognise that a healthy community is essential to economic success by improving well being which in turn improves the health of the workforce. Loss of working days through sickness is a major business cost. This LSTF applications aims to provide businesses with the tools and information necessary to make informed choices on sustainable travel options as part of their ongoing review of the ways they do business.

At the same time, evidence from the **TravelWise** programme of workplace travel plans showed how encouraging sustainable travel also helped to increase the pool of labour for companies by increasing access to non car users. Workwise showed very high levels of success through providing bikes to access work in disadvantaged areas; in so doing the scheme was also helping to reduce carbon and improve health.

Addressing the high levels of worklessness in many areas is a key priority for the **City Employment Strategy**, and LTP aligns transport support through measures outlined above. This bid provides targeted interventions in the areas selected for KCB support areas. The aim is to assist Chambers of Commerce, other business interests and individuals that can support local communities in accessing work and companies in reducing their costs. Of particular note is the work of the Mersey Partnership to broaden Merseyside's economic base and take advantage of Liverpool's geographic location to be at the forefront of renewable technologies. This bid plays its part in delivering this aspiration by supporting access to employment in the renewables sector.

We are able to demonstrate, via achievements in programmes such as TravelWise and Workwise, how a package of measures to address these issues will also have major benefits in other key priorities such as carbon reduction. Our intention is to use this very clear evidence base to support Merseyside's wider ambitions. As the bid demonstrates, information and dissemination is at the heart of our proposals.

#### **C4. Community support**

In September 2010, the Merseyside Local Transport Plan (LTP) Partnership launched consultation with stakeholders and the general public. The aim was to gather views on 'A New Mobility Culture for Merseyside', the Preferred Strategy for the Third Merseyside Local Transport Plan. Centred on the paper "**A New Mobility Culture for Merseyside**", consultees were asked to respond to a series of questions seeking their views as to whether the partnership was continuing with the right approach in addressing transport and travel issues in Merseyside. Considerable support was received from the wider community on the direction proposed for LTP3 and the work of the partnership. This clear support for the proposed way forward for the work of the Merseyside Transport Partnership through LTP3 has guided the development of this bid for funding.

As Merseyside's 'major' LSTF bid has been developed, stakeholders and **community groups have been involved in its development**. Merseyside has a strong Voluntary and Community Sector and members of the Merseyside Transport Partnership have identified

local **Councils for Voluntary Service** as key partners in disseminating information to members of the public on travel options. We have also discussed our proposed Transport Hubs with community centre managers and users to ensure that the services we are seeking to provide meet and exceed the needs of members of the public in our most deprived areas.

We are seeking to deliver travel solutions via the community (based within community centres) to support people in accessing employment as well as providing training and volunteering opportunities locally. The aim is to **build on the work of the TravelWise programme** by providing information resources to local community groups which support members of the public as they make informed travel choices. Local communities are receptive to the travel solutions activities outlined in this application as they are already engaged with cycling and walking improvements through the **Connect2** steering group.

A key element of our application focuses on improvements to infrastructure for users of 'active modes' who wish to travel to employment and training opportunities by sustainable modes. Without addressing key physical barriers to employment, members of the public who receive support through behaviour change programmes will be unable to make their preferred sustainable travel choices. We have therefore discussed, and gained support for this package with **key employers in Merseyside**. For example, **ColorMatrix** and **Spenhill / Tesco** have been particularly supportive during this package development process in assisting the bid development team in identifying infrastructure options in Knowsley and in identifying support they can contribute to the overall cost of this package.

Finally, the Department will be aware that significant regeneration activity is currently taking place across Merseyside as the wider community seeks to address issues of severe deprivation in some of England's most disadvantaged communities in Merseyside. Project Jennifer and Liverpool Waters for example are large scale, district centre improvements offering significant employment opportunities and which will offer improvements to east – west links complemented by this application. In developing this application we have therefore worked with key private sector developers and regeneration agencies to ensure that the proposed activities supported through this application accord and **add value to the work of private sector partners** working to improve the transport network and highway environment across Merseyside.

## **SECTION D – Value for money**

### **D1. Outcomes and value for money**

This application for Local Sustainable Transport Fund support has been developed alongside the final adoption and publication of the Merseyside Local Transport Plan 3. By ensuring that this application draws on evidence and information contained within our Local Transport Plan, the partnership have identified a package of measures based on ambitious yet achievable targeted outputs. We have ensured that the outcomes we wish to see this application assist with, meet both our Local Transport Plan aspirations and those of the Department for Transport as set out in the LSTF guidance.

#### Outcomes

The Merseyside Transport Partnership sees this project application's main outcomes as being;

- A **reduction in carbon emissions** associated with transport too employment;
- The embedding of effective, **sustainable transport within the daily business practices** of key employers in Merseyside;
- An increase in the travel 'horizons' of unemployed members of the public, through giving them the confidence, skills and information necessary to **travel to work by sustainable modes**;
- The development of new businesses and growth of existing employers, in part through practical advice on sustainable transport to overcome transport and travel barriers;

- A public bus and rail network which provides **an attractive, low carbon travel option** for members of the public travelling to employment in some of Merseyside's major employment sites; and
- A **growth in levels of active travel** to employment through the removal of infrastructure barriers which currently restrict the ability of members of the public to access employment via active modes of travel, particularly for short trips.

### Key Outputs

The above outcomes will be achieved through the following actions (**these are in addition to the outputs listed in our Key Component Bid application**):

#### *Working with Employers*

The working with employers package is expected to result in greater awareness of sustainable transport options and solutions among the business community and business support agencies. Measures to address business travel issues and secure staff retention will contribute to an **increase in business efficiency** and improve the attractiveness of key business locations in Merseyside for future investment. In addition, it is expected to result in some **reduction of car based commuting and business travel** with those companies adopting workplace travel plans. There will also be consequent reductions in carbon emissions. In addition to our Key Component Bid application we aim to achieve:

- Personalised Travel Planning with households along the SQPS routes identified for LSTF support. Our aim is to gain 2,400 participants in LSTF year 2 and 4,000 per year in years 3 and 4;
- At a local level, provide support to 1,350 NEET members of the public in selected local areas such as Kirkby;
- Work with 40 small to medium sized businesses on sustainable travel options in the centre of Liverpool and 40 in Knowsley for example; and
- Provide bike maintenance training with 60 employers during the life of the LSTF programme, accompanied by general cycle maintenance support at each of the community travel hubs.

#### *Travel Solutions*

Partners are aware of the difficulty in accurately defining the likely uptake of travel solutions support by members of the public. As a minimum, the partnership aims to achieve the following goals, but with an understanding that a greater level of support is the aim through local support provided by staff at each of the community travel hubs:

- The aim is to **provide 'travel solutions' to at least 15,000 members of the public** in Merseyside during the LSTF period, with further support likely at a local level. In Knowsley for example, we have a stretch target of a further 1,500 members of the public provided with support in addition to the 15,000 as our minimum target. If we achieve both our core and 'stretch' targets, upwards of 20,000 members of the public will receive journey planning support;
- A minimum of 3,000 travel cards will be issued to new employees;
- 30 scooters and 30 bicycles will be made available for new, young employees to use to access a new job; and
- We aim to undertake bike ride promotions and cycle buddy activity across Merseyside.

#### *Sustainable Transport Infrastructure*

The **improvements to local infrastructure and access to employment locations**, combined with the working with employers initiative, is expected to result in a **reduction in car based commuting**. There will also be **consequent reductions in carbon emissions**. In the long term, this will also improve the condition of transport infrastructure assets. Within the Speke area, sustainable infrastructure improvement schemes at key employment locations will be constructed, focussing on support for cyclists. In Knowsley for example 20 kilometres of new and improved infrastructure for cyclists and pedestrians including the upgrading of

several off-road footpaths to facilitate shared use with all-weather surfaces will be provided. Partners are also aware of the need to support cyclists travelling in the centre of Liverpool. This LSTF application will therefore support the installation of on-street cycle parking facilities and cycle infrastructure to accompany 'travel solutions' activity in the area.

- Supporting 15 businesses with **small infrastructure grants** (match funded by the employer) to support active mode infrastructure works close to their location;
- Installation of **'BikePlus' cycle hire facilities at 8 stations in Merseyside** on the Northern Rail network, alongside the expansion of the Liverpool city centre cycle hire scheme to 1000 bikes;
- Installation of the **Lime Street Station cycle hub** with parking for 194 bicycles; and
- Development of selected 20 MPH zones across Merseyside to support active mode users in areas with particular road safety issues.

#### *Bus Services*

Our application also focuses on bus access to a series of key employment sites. On selected bus routes we aim to deliver:

- Extension and improvements to bus services providing **access to Jaguar in south Liverpool**, employment sites in the centre of St Helens and to the Longview Leisure Park for employees with the aim of **delivering a 10% increase in employee patronage** on the bus network;
- **25% reductions in CO<sup>2</sup>** emissions on vehicles upgraded to B30 biodiesel use. After 50,000 miles B30 biofuel could **save 1.9 tonnes of CO<sub>2</sub>**; and
- **Zero emissions for extended services operating in St Helens** using electric vehicles, to provide employment access, with 4 electric charging points.

Alongside these improvements to the bus service we also aim to achieve:

- The installation and operation of a control room facility for the real time management of public bus services to key employment sites to deliver **a more reliable bus service**;
- The installation of over 200 real time information screens within key employers to **provide staff with bus timetable information to support their travel choices**;
- and
- **Extended access to employment via bus services** for current and prospective employees travelling to work at times outside the 'normal' commuting period.

## **D2. Financial sustainability**

An underlying theme of this LSTF application is that schemes and interventions develop a **legacy** which is sustainable in the long term, beyond the life of this initial funding process. Many of the actions proposed by the Merseyside Transport Partnership are based on a desire to **embed the activity so that once funding comes to a close, the activity will continue.**

Projects such as Active Speke seek to build from experiences learned in the pilot project Cycle Speke that garnered a 60% increase in 18 months in cycle trips locally through engagement with communities and businesses, cycle rides and cycle infrastructure improvements. The Merseyside Transport Partnership intend the same project delivered through LSTF support would also yield a substantial increase in cycling and walking locally, linked to neighbouring employment opportunities and the City Centre. The process of providing training to people to enable them to travel independently will be a legacy of the project as once people have **gained the skills and confidence** to undertake independent travel this will be a catalyst to their development and allow them to access other opportunities. Within the close communities of east Wirral such achievements are often shared in the community and word of mouth would inspire others to develop themselves accordingly.

Our proposed infrastructure measures will address immediate gaps and barriers locally and link into major regeneration projects such as **Liverpool and Wirral Waters**. This will allow the partnership to maximise each area's regeneration potential and linking into opportunities that will improve people's life chances. By employing best practice and **embedding the schemes**

**within the community**, fostering community and business ownership along with intensive support over the 4 years, we would anticipate that these initiatives would lead to positive change against our goals, as our previous experience in delivering these behaviour change programmes has shown. It is also important to note that each of the public sector partners in Merseyside have re-stated their commitment to maintain and manage the infrastructure installed through the use of LSTF support.

Our proposed improvements to bus services aim to address those issues which members of the public identify as barriers to their use of services which already provide a level of access to employment opportunities. Evidence notes the significant concentrations of current and prospective staff members close to current employment centres and our **TravelWise programme noted the potential for a 10% increase in bus patronage to be achieved through targeted marketing and promotion, and travel solutions activities**. By investing in selected bus services, the aim is to raise levels of patronage to levels which support the ongoing provision of these services by our partner operators. The investment in low carbon technology adds further value to our existing bio-fuel initiative and links a reduction in carbon emissions with a significant mode shift to public bus services and improved access to employment opportunities. Investment in the public transport network through LSTF will be maintained by a partnership of Merseyside authorities, and bus and rail operators.

## **SECTION E – Deliverability**

### **E1. Implementation**

This application for funding has been prepared by Merseytravel, the Integrated Transport Authority for Merseyside, in partnership with each of the five metropolitan district councils in Merseyside. This group of authorities has acted as a steering group during the bid development process, reflecting and building upon input from a wide cross section of private, public and community organisations that have provided valuable support. This application has been approved by the Integrated Transport Authority and, specifically, by the Local Transport Plan committee for Merseyside.

#### Scrutiny and Oversight

Should this application be successful, activity supported through the Local Sustainable Transport Fund will be managed by a steering group of local authority officers and selected private and community sector representatives. The steering group will interface with members of the Integrated Transport Authority and local authority members using existing reporting structures. The ultimate accountable body for the receipt and use of LSTF monies will be Merseytravel on behalf of this partnership. Although the day to day project management of the activities will be undertaken locally the overall strategic project management of the LSTF will be the responsibility of Merseytravel.

Financial scrutiny and oversight will be the responsibility of the Merseyside Strategic Transport Committee (MSTC). MSTC is made up from the lead Cabinet Members for transport from each of the five Merseyside authorities, plus representation from Halton District Council and the chair of the Integrated Transport Authority. MSTC members have been engaged in the development of the LSTF bid and will provide a senior member level forum for overseeing delivery. At a senior officer level, the MSTEG family of officers will oversee the work of the LSTF steering group.

#### Engaging with Stakeholders

In developing this Major LSTF bid application the steering group have actively managed a programme of engagement with a wide cross section of stakeholders from across Merseyside. The steering group propose to convene quarterly meetings with stakeholders to discuss progress and explore options for the future. In addition, stakeholders would also be invited to join specific task related groups to discuss and oversee the implementation of specific interventions.

## Procurement

We will start the procurement process with immediate effect, so as to enable us to hit the ground running. The ITA currently links to a procurement collaboration group linking the key partners involved in this bid and a range of existing contracts or frameworks have been jointly procured that would assist in the delivery of this bid. In terms of additional requirements, the ITA is an active member of the North West procurement portal, involving access to over 40,000 suppliers; many being classed as small/ medium enterprises and third sector organisations. In commissioning works, we would also develop suitable funding agreements with recipients of monies, to ensure that funds are spent in accordance with agreed proposals and that monitoring/reporting/returns etc are provided, to enable us to submit claims/returns etc to the Department for Transport.

## **E2. Output milestones**

In defining milestones for the successful implementation of Merseyside's LSTF programme, the Merseyside Transport Partnership are keen to build on the robust and proven monitoring frameworks developed for LTP3. In using the LTP3 monitoring framework, partners will be able to reflect on the relationship between LTP3 and LSTF in Merseyside and the additionality gathered through a complementary programme of activity and monitoring supported through LSTF. It is the Partnership's intention to continue to monitor progress on implementing LTP3 on an annual basis, although this will be subject to final ITA ratification. This annual monitoring programme therefore forms an essential element of the process of review and decisions on future spending through LSTF.

The following LTP3 Key Performance Indicators will be used to monitor the progress of the LSTF programme against key output milestones:

- **Indicator A1 / LTP3**. This indicator allows the partnership to monitor **levels of cycling** in Merseyside. A target of 12% growth in levels of cycling by 2014 has been set by the partnership and applies to cycling measures included in this application;
- **Indicator B1 / 13 & 14**. This indicator monitors **access by public transport, cycling and walking to employment**, education, health services and fresh food.
- **Indicator B5 / BVPI 102a**. This indicator monitors Public Transport Patronage on the local bus network.

These indicators will provide a valuable means by which activity supported through our proposed 'Working with Employers' and 'Travel Solutions' packages can be monitored. Defining yearly outputs for these packages is challenging, due to the nature of the activity proposed. However, partners have identified the following, selected yearly targets.

<b>Key Milestones</b>	<b>Date</b>
<b>'Working with Employers'</b>	
- 2 FTE posts appointed for strategic employer engagement	By end 2013
- 60 posts created in the bus industry through expanded services	By 2015
- 50 posts created in the taxi sector each year	Annual
- 10 community transport posts created each year	Annual
- 15 'Merseyside wide' business assists	Annual
- Support to 40 workplaces in the city centre	By LSTF end
- Transport support to 40 businesses in Knowsley for example	Yr 2 – 10, Yr 3 – 15, Yr 4 - 10
<b>'Travel Solutions'</b>	
- Community Transport Hubs established	By end Yr 2
- 15000 individuals provided with travel solutions support	By LSTF end
- 2000 journey plans provided annually	1500 by LSTF end (500 in Sefton for example)
- 3000 travel cards issued	1000 each year

- 1380 workless residents given specific support (1080 in Knowsley, 300 in Sefton)	By LSTF end
- 10 scooters and 10 bicycles purchased and provided for young employees use each year	60 by LSTF end
- PTP support with residents along SQPS routes	2,400 by Yr 2 end / 4000 Yr 3 and Yr 4
- Cycle training / buddying for 700 adults	By LSTF end
- 10 driver training courses	
<b>'Sustainable Transport Infrastructure'</b>	
- 3 infrastructure schemes in Atlantic Park and Port estate	By LSTF end
- 4 community infrastructure schemes in Sefton	
- 30 KM of active mode infrastructure in Knowsley with further programme details to be defined in due course in other areas	Yr 2 – 5.4km, 10,54 by Yr 3 end, 14.3km by Yr 4 end
- Bike plus cycle hire infrastructure implemented at 8 railway stations	By LSTF end
- Expansion of Liverpool City Centre cycle hire to 1000 bicycles	
<b>'Bus Services'</b>	
- Purchase and operation of a zero emission electric bus service in St Helens	By end 2013
- Installation of electric charging points in St Helens	By mid 2014
- Extension to Jaguar / Speke bus service for shift workers	Start Yr 2
- Access to Longview leisure park	Start Yr 2
- Appointment of staff for, and establishment of SQPS journey time reliability control room	By end 2014
- Installation of RTPi screens at employers	200+ by LSTF end
- Save 1.9 tonnes of CO <sup>2</sup> through operation of an electric bus in St Helens	By LSTF end
- Save 58.2 tonnes of CO <sup>2</sup> through Biofuel use on Speke service	Annual with total saving of 234 tonnes during LSTF
Should the Merseyside Transport Partnership be successful in their LSTF application, further output targets will be defined with external stakeholders and partnership members.	

### E3. Summary of key risks

We have provided a risk matrix below which discusses and identifies the key risks associated with this application and the use of resources provided by the fund.

Risk	Likelihood	Impact	Risk Rating	Mitigation / Management	Residual Risk
Loss of staff resources to implement LSTF programme	2 - Low	5 - V. High	10 - Medium	LSTF is a key partner priority and resources have been identified to drive delivery. Partners will ensure that appropriate resources are available during LSTF programme	Medium
Poor contractor performance in implementing measures	2 - Low	3 - Medium	6 - Low	Infrastructure measures and revenue schemes requiring external delivery will be managed through detailed programmes of work with defined deliverables	Low
Change of political administration	3 - Medium	3 - Medium	9 - Low	Council and ITA members will continually be provided with updates on the progress of LSTF and the benefits it is offering	Medium
Loss of willingness to participate in LSTF	1 - Very low	4 - High	4 - Low	Partners and delivery agencies will contribute to the regular dissemination of information on the success of the LSTF programme	Very low
Unplanned delays in implementing key infrastructure measures	3 - Medium	3 - Medium	9 - Low	All infrastructure measures will be managed through a clearly defined schedule of work with appropriate contingency measures. Furthermore, an LSTF management group will oversee delivery	Low
Increases in	3 - Medium	3 -	9 - Low	Contractors will be required to submit	Low

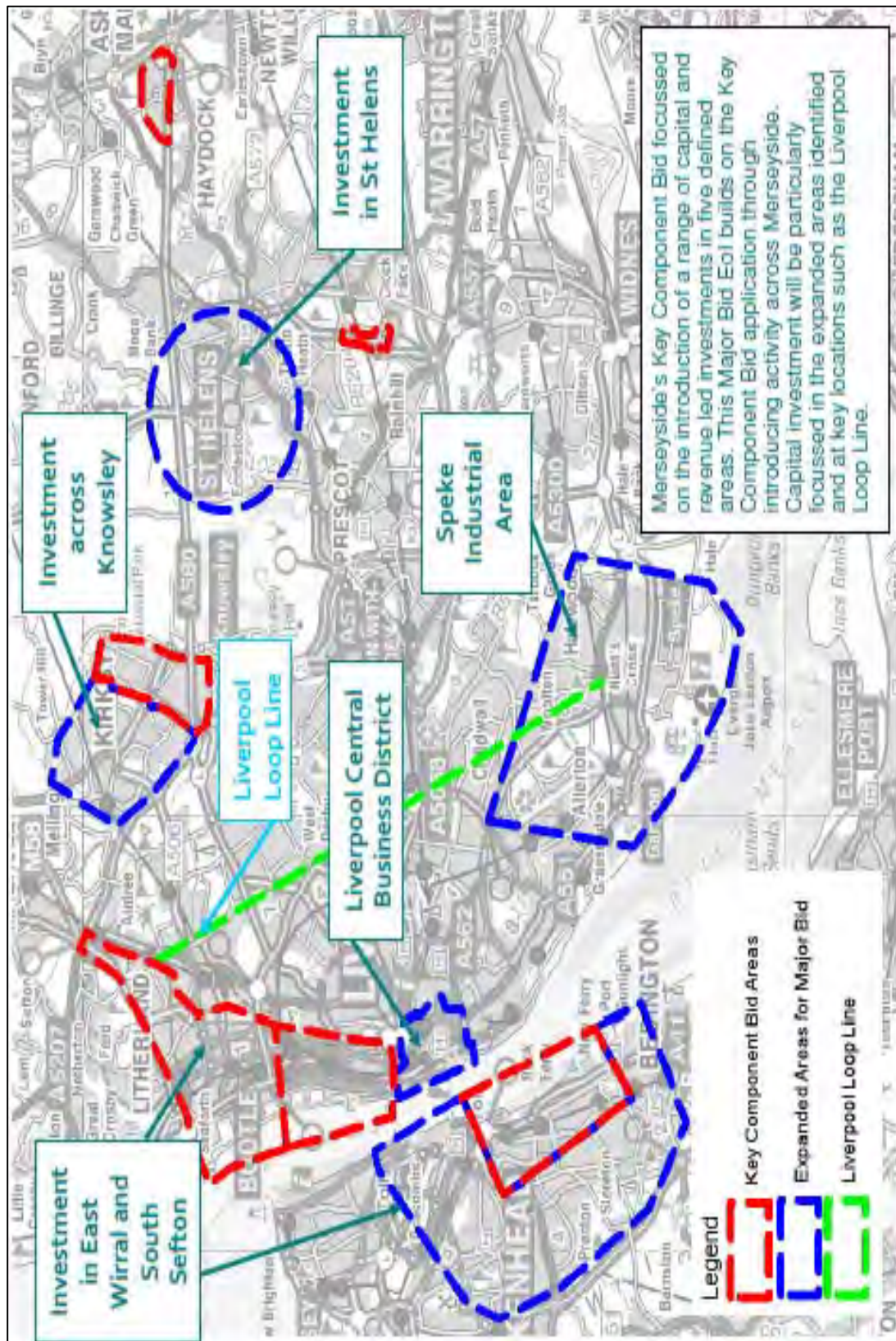
engineering / infrastructure costs for capital measures		Medium		costs for appraisal by management authority staff. During the project implementation period, regular cost updates will be required with likely cost overruns identified and addressed.	
Poor performance of behaviour change and community support programmes	2 - Low	4 – High	8 - Low	Our 'travel solutions' application is based upon a blend of sector best practice and solutions which have demonstrated success locally	Low
Likelihood and impact rated from 1 (very low) to 5 (very high). Risk rating expressed as product of the two scores. High risk >14, Medium 10-14, Low <10					

#### E4. Project evaluation

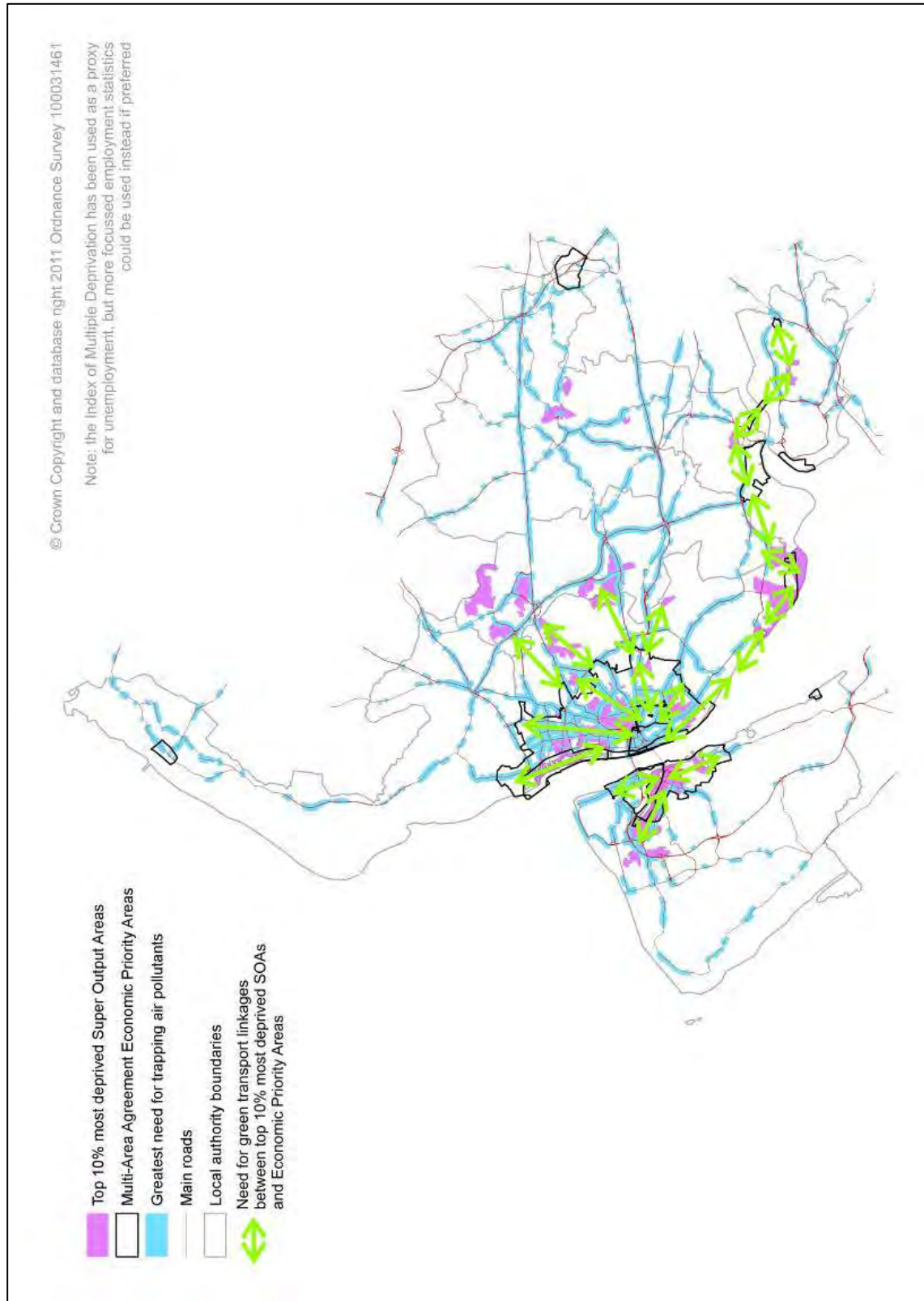
All members of the Merseyside Transport Partnership and wider stakeholder community within Merseyside are keen to learn the lessons from work to date to ensure that in a climate of reduced financial resources, key messages can be taken forward to inform the successful implementation and operation of services and infrastructure. By evaluating our actions we can ensure that projects and programmes gain the greatest return on our investment in time and available funding.

We are therefore **keen to participate in evaluating the benefits of the fund programme with colleagues at the Department**. Local authority partners across Merseyside have stated that they will offer staff time to evaluate on an ongoing basis local level activity and infrastructure supported by the fund. In this way, key strategic lessons can be learned for the future, whilst at the same time ensuring that on a day to day basis, officers and key partners gain feedback on the use of valuable resources made available through the fund. Also, this means that administration costs associated with monitoring are absorbed by partners, so as much LSTF grant as possible is focussed on delivery actions.

# Annex 1 – LSTF Activity in Merseyside

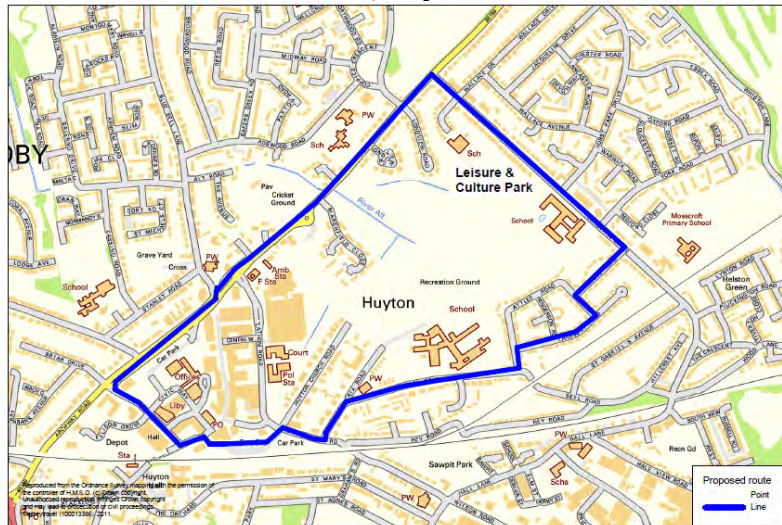


## Annex 2 – Green Infrastructure Proposals



# Annex 3 – Maps showing LSTF ‘Low Carbon’ Bus Services

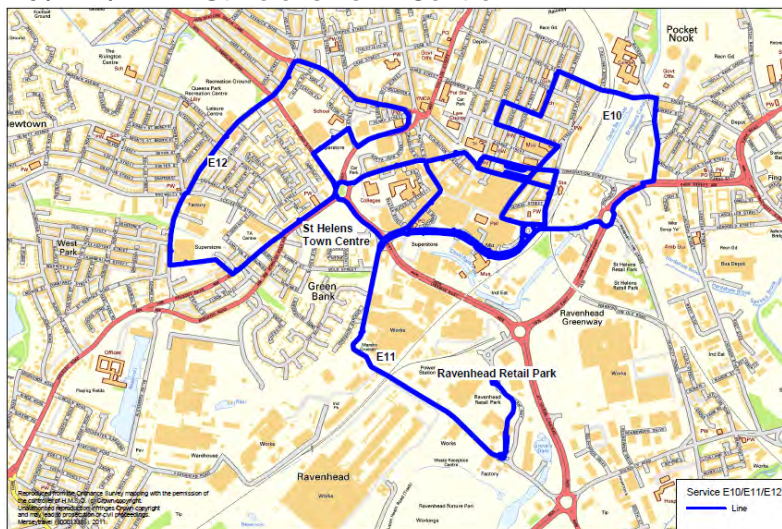
## 1. Access to the Leisure and Culture Park, Huyton



## 2. Stagecoach Service 86 – Liverpool City Centre to Speke



## 3. Services E10 / E11/ E12 – St Helens Town Centre



The Merseyside Transport Partnership consists of Merseytravel and the five district councils of Merseyside - Knowsley, Liverpool, Sefton, St Helens, and Wirral.

TravelWise is the partnership's campaign to help people on Merseyside make sustainable transport choices - public transport, walking, cycling and using cars wisely.

[www.TransportMerseyside.org](http://www.TransportMerseyside.org)

The Merseyside Transport Partnership

