

**REPORT TO:** CABINET MEMBER – TECHNICAL SERVICES  
CABINET

**DATE:** 6 APRIL 2011  
14 APRIL 2011

**SUBJECT:** LOCAL SUSTAINABLE TRANSPORT FUND

**WARDS  
AFFECTED:** ALL

**REPORT OF:** ALAN LUNT – DIRECTOR OF BUILT ENVIRONMENT

**CONTACT  
OFFICER:** D. MARRIN – TRAFFIC SERVICES MANAGER – Ext.  
4295

**EXEMPT/  
CONFIDENTIAL:** No

**PURPOSE/SUMMARY:**

To seek approval for Officers to pursue bids for inclusion in the Local Sustainable Transport Fund (LSTF) in partnership with the Merseyside Integrated Transport Authority (ITA) and West Lancashire District / Lancashire County Councils.

To seek approval for the submission of proposals to the Merseyside ITA for inclusion in a Merseyside LSTF Bid

To seek approval for the submission of a joint LSTF bid with West Lancashire District Council aimed at supporting the visitor economy in the area.

**REASON WHY DECISION REQUIRED:**

LSTF Bid submissions require political commitment & support from the submitting authority. Bids for funding need Members approval so that the implications for service delivery can be taken into account in any submission.

**RECOMMENDATION(S):**

It is recommended that the Cabinet Member

1. Endorses the approach being taken to submit a large bid (with a key component) through the Merseyside ITA and a to submit a separate small bid in partnership with West Lancashire District Council

It is recommend that Cabinet

1. Approve the proposals to be submitted to the Merseyside ITA for inclusion in a Merseyside Bid to LSTF.
2. Approve the submission of a joint LSTF bid with West Lancashire District Council.

**KEY DECISION:** No

**FORWARD PLAN:** No

**IMPLEMENTATION DATE:** Immediately

**ALTERNATIVE OPTIONS:**

There are no alternative options

**IMPLICATIONS:**

**Budget/Policy Framework:** None

**Financial:** Specific comment on the financial implications is made in paragraph 3 of the report. This initial stage seeks to allow the Council to make a bid for funding through Merseytravel, based on some indicative project figures. There are no direct cost implications as a result of making this decision and should funding be secured through a successful bid, this should help enhance many projects already delivered by the Council.

<b><u>CAPITAL EXPENDITURE</u></b>	<b>2010 2011 £</b>	<b>2011/ 2012 £</b>	<b>2012/ 2013 £</b>	<b>2013/ 2014 £</b>
Gross Increase in Capital Expenditure				
Funded by:				
Sefton Capital Resources				
Specific Capital Resources				
<b><u>REVENUE IMPLICATIONS</u></b>				
Gross Increase in Revenue Expenditure				
Funded by:				
Sefton funded Resources				
Funded from External Resources				
Does the External Funding have an expiry date? No	When?			
How will the service be funded post expiry?				

**Legal:** None

**Risk Assessment:** None

**Asset Management:** None

**CONSULTATION UNDERTAKEN/VIEWS  
FD734 - THE HEAD OF CORPORATE FINANCE AND ICT HAS BEEN  
CONSULTED AND HER COMMENTS HAVE BEEN INCORPORATED INTO  
THIS REPORT**

**CORPORATE OBJECTIVE MONITORING:**

<b><u>Corporate Objective</u></b>		<b><u>Positive Impact</u></b>	<b><u>Neutral Impact</u></b>	<b><u>Negative Impact</u></b>
1	Creating a Learning Community	✓		
2	Creating Safe Communities	✓		
3	Jobs and Prosperity	✓		
4	Improving Health and Well-Being	✓		
5	Environmental Sustainability	✓		
6	Creating Inclusive Communities	✓		
7	Improving the Quality of Council Services and Strengthening local Democracy		✓	
8	Children and Young People	✓		

**LIST OF BACKGROUND PAPERS RELIED UPON IN THE PREPARATION OF THIS REPORT**

None

## **1.0 Information / Background**

- 1.1 The Department for Transport (DfT) has invited Local Transport Authorities in England (outside London) to make bids for inclusion in the Local Sustainable Transport Fund (LSTF).
- 1.2 The fund will finance a range of sustainable transport packages and could include:
  - Workplace & School Travel Plans
  - Walking and Cycling initiatives
  - Public Transport Improvements
  - Traffic Management initiatives
  - Road Safety / Road User Training
  - 20mph zones
  - Sustainable Transport Corridors
- 1.3 A total of £560m will be available over the 4 year period to 2014/15 with 2/3<sup>rd</sup> being revenue and 1/3<sup>rd</sup> Capital. The key aim of the fund is to support economic growth whilst reducing carbon emissions.
- 1.4 Major infrastructure provision will not be funded.
- 1.5 DfT is encouraging all Local Authorities to submit small (up to £5m) or large (over £5m) bids. However, it is anticipated that competition in the larger bid category will be strong and that few of the large bids would be fully supported.
- 1.6 There has been specific encouragement to the existing Cycle Town Authorities to submit bids which will build on existing good practice and experience.
- 1.7 Partnership bids between Authorities are also being encouraged as are bids which show strong partnership working with the Health and Voluntary Sectors.
- 1.8 In the case of Sefton, any bid must be supported by Merseytravel as the Merseyside Integrated Transport Authority (ITA).

## **2.0 Current Position**

- 2.1 Discussions have taken place with the ITA regarding bids in Merseyside and whilst initially the ITA was of the opinion that one large (over £5m) bid should be submitted the current view has changed a little. At their meeting of the 11<sup>th</sup> March the Merseyside Chief Executives endorsed the development of an ITA led bid but retained the option to pursue individual or partnership bids, in particular between Sefton and West Lancashire. Such a joint bid would then sit alongside the Merseyside bid.
- 2.2 The Merseyside bid will focus on working with employers to develop workplace travel plans and active workforce initiatives, providing travel advice, working with education and skills providers to develop safety skills and promote low carbon

travel choices. The suggestions from Sefton for inclusion in the Merseyside bid are attached as Annex A.

- 2.3 The Sefton / West Lancs bid would focus on supporting and promoting the visitor economy of the area and would cover the Sefton Coast from Waterloo to Southport and inland to incorporate northern and western parts of West Lancashire including Ormskirk and Burscough. The area contains many attractions such as the Iron Men, Southport, Marshside RSPB Reserve, Martin Mere, Leisure Lakes, Mere Sands Wood, etc. Many visitors arrive by car and the bid will concentrate on promoting and developing opportunities for enjoying the attractions of the area by sustainable transport and by promoting these transport options (primarily walking and cycling) as attractions in themselves. It is anticipated that the bid will total £2m - £3m. The bid proposal is attached as Annex B.
- 2.4 Members will note that much of the funding available is revenue and so many of the proposals will be targeted at promotion, publicity and support services rather than new infrastructure.
- 2.5 There is a requirement for match funding, although specific levels are not indicated in the bidding guidance. Match funding will be found through LTP contributions, developer contributions, staff time and input from partner organisations either directly or in kind.

### **3.0 Financial Implications**

- 3.1 The funding bids described in this report relate to both Capital and Revenue spending.
- 3.2 In respect of Revenue and Capital, indicative costs towards the Merseytravel bid are shown within tables in Annex A below, with some 'match' budgets shown alongside. It is important to note that the 'match' element shown for these bids is not like that prescribed under say a European funding bid, where spend must be accurately matched by real resources either in cash or kind, but rather, the broad guidance for creating the bid, seeks the comfort of the Local Authority demonstrating it's indicative future commitment towards delivering projects of this nature, largely because it already has a commitment to delivering in these areas. These figures are there to support the bid.
- 3.3 The revenue match bids therefore in respect of the Business and Economy; Working with Employers and Enabling People projects can be delivered through existing projects over the next 4 years, projects which are currently 100% funded by Sefton @ work and the Invest Sefton programmes within the Economic Development Department and which fit in well with the proposed projects tied up in the Merseytravel bid.
- 3.4 The two projects shown as Education and Skills package and Local Environment and Accessibility package, show 'match' from other known external funding sources over the next two years, coming essentially from PCT; Cycle Touring

and Sustrans as well as LTP revenue funding. Although some of these sources of funding may not be estimated easily in later years, the figures have been scaled down from 2013/14. There are also some 'in kind' contributions from the Fire Service and Police in partnership with Sefton, along with some small elements of revenue budget from Road Safety. Again, this funding is shown as indicative of future commitments towards schemes which fit in well with the Merseytravel bid.

- 3.5 The bid in respect of partnership with West Lancashire Council shown in Annex B below, is matched largely by local contribution rather than known resources, for example, cycle hire income; Sefton Coast marketing and Eco centre resources and through the visitor economy. Match figures for these cannot be readily shown at this stage.
- 3.6 It is important to note that both sets of bids rely on sources of external funding to back up the Council's commitment to project delivery, and that these figures are therefore indicative of that commitment. All capital match funding / local contributions will be provided from Local Transport Plan capital resources issued annually by the Department for Transport.

#### **4.0 Next Steps**

- 4.1 Small bids must be submitted by 18<sup>th</sup> April 2011 with successful Authorities being notified in June 2011 and the funds becoming available in July 2011
- 4.2 The deadline for expressions of interest for large bids is 6<sup>th</sup> June 2011. Any bids made in this way will not receive funding until July 2012. However, by April 18<sup>th</sup> 2011 Authorities can also submit a key component bid as part of a larger bid. The key component element must be less than £5m and would fund initiatives to be delivered from July 2011.

#### **5.0 Recommendation**

- 5.1 It is recommended that the Cabinet Member

Endorses the approach being taken to submit a large bid (with a key component) through the Merseyside ITA and a to submit a separate small bid in partnership with West Lancashire District Council

- 5.2 It is recommend that Cabinet

Approve the proposals to be submitted to the Merseyside ITA for inclusion in a Merseyside Bid to LSTF.

Approve the submission of a joint LSTF bid with West Lancashire District Council.

**Merseyside Local Sustainable Transport Fund (LSTF) Key Component Bid**  
**Pro-forma for scheme promoters**

**Business & Economy Package**

1. Based on the list of preferred options for the bid, please indicate which of the following categories your scheme falls within (please tick all that apply):-

<b>Training and travel support</b> e.g. WorkWise type activity or travel training for the mobility impaired	✓
<b>Working with employers</b> e.g. staff travel planning, home working	✓
<b>Cycling as a mode of active travel</b> e.g. cycle routes, cycle training, cycle promotions	✓
<b>Improving information on bus services</b> e.g. use of new technology to for service information	
<b>Working with the local community</b> e.g. new methods of community involvement in the delivery of practical measures	✓

2. In no more than 50 words, please describe the nature of your proposed scheme, activity or intervention.

An integrated and targeted package of measures aimed at improving business efficiency and performance will target employers, their workforces and our workless communities. Delivered in conjunction with existing business assistance and employment services it will work with businesses to address their travel issues, assist people into employment and provide new walking and cycling infrastructure at key employment locations.

3. Who will deliver your scheme or intervention (e.g. charitable body, local authority, private sector, voluntary sector (please name all that apply))

The scheme will be delivered by Sefton Council through its existing delivery arrangements of business and employment support, Invest Sefton, Sefton@Work and the Neighbourhood Travel Team. Additional links with the business community will be provided through Sefton Chamber of Commerce and Sefton Economic Forum. Community engagement for the delivery of the employability services will be provided through Sefton CVS and other partners within the Sefton Local Strategic Partnership.

4. Please give indicative costs for your intervention, with information on its capital/revenue breakdown, and the levels of match funding that you are able to provide, using the table below:-

***Please note that the term ‘match’ is somewhat misleading in this instance. The LSTF does not require like for like match, but identifies a need for a local contribution. The figures provided below relate to the expected local contribution that would be available, whether in monetary terms or ‘in kind’ (as time commitment).***

Year 1 (2011/12)				Year 2 (2012/13)			
Revenue		Capital		Revenue		Capital	
£ LSTF	£ match	£ LSTF	£ match	£ LSTF	£ match	£ LSTF	£ match
60,000	180,000	20,000	10,000	150,000	310,000	110,000	50,000
Year 3 (2013/14)				Year 4 (2014/15)			
Revenue		Capital		Revenue		Capital	
£ LSTF	£ match	£ LSTF	£ match	£ LSTF	£ match	£ LSTF	£ match
150,000	320,000	110,000	50,000	105,000	120,000	80,000	50,000

**Total revenue            £ 465,000 (approx 60%)**  
**Total capital            £ 320,000 (approx 40%)**

5. Please state what specific activity will take place in year one (i.e. during 2011/12 financial year)

Early actions will be undertaken across a range of activities:

- A “Sustainable Transport” business engagement strategy will be defined and agreed with partners as part of the wider Sefton Sustainable Economic Development strategy and themed business events will be undertaken.
- A Business Travel Advisor will be appointed and will engage with employers through the existing Invest Sefton business network to identify travel related concerns and issues for local business and initiate working programmes with employers to address these concerns.
- Establishment of a business travel grant scheme to assist employers with introducing initiatives or infrastructure in support of workplace travel plans.
- There will be engagement with growth employers on bespoke support programmes for local recruitment and retention will commence, with early activity centred on employers within the Dock estate.
- Protocol and referral agreements with the Neighbourhood Travel Team and partners will be refreshed and agreed and the Travel Team will continue to



assist people into employment.

- A delivery plan for specialist support for Low Carbon economy sectors will be prepared and agreed with key partners. Early activity will incorporate retraining of skilled tradespeople and development of sustainable transport solutions with the sectors.
- The Single Regeneration Framework for North Liverpool and south Sefton will be finalised and agreed by Liverpool and Sefton Cabinets and work commenced on identifying sustainable transport actions into the key developments.
- Potential infrastructure improvement schemes at key employment locations will be evaluated and preliminary design of suitable schemes will be undertaken as a basis for consultation with employers at the selected locations and with the associated local communities.

In year one (Sept 2011 to March 2012), we expect to be able to deliver :

- 60 business engagements on sustainable transport issues
- 10 in depth support actions for companies in the Low carbon economy sectors
- 10 employer-designed recruitment /retention pathways to promote access for local workless people
- 50 workless residents assisted to get a job, receiving a full package of transport advice and guidance and financial assistance to access public transport or other solutions ( eg. Cycling) as appropriate
- Preliminary design of two infrastructure improvement schemes at key employment locations

6. Please indicate what support exists for your bid (e.g. voluntary, community, partnership, in-kind)

These proposals have been the subject of local negotiations with representatives from across all sectors in Sefton, including the voluntary, community and faith sectors, health, economic development, and local business representatives. There is specific support from the existing business support structures within Sefton, i.e. Invest Sefton and Sefton@Work who will also facilitate engagement with the Chamber of Commerce, Sefton Economic Forum, Sefton CVS and service providers. The local contribution is mainly provided through the extensive existing programmes of business support and access to employment offered through Invest Sefton and Sefton@Work. There will also be LTP contributions towards the infrastructure improvement schemes.

7. What are the legacy benefits of your proposals beyond the 4 year timescales of the LSTF (e.g. how will the activity continue beyond the LSTF timescales)

We believe we are well placed to provide a wide range of legacy benefits after the expiry of the grant as follows.

- Professional development of a broader range of business-facing advisory and support staff to build better practice related to sustainable transport solutions for business growth and integrate transport considerations within existing support programmes.
- Incorporating excellence on carbon reduction into a wide range of economic and community-based activities.
- Building capacity and self sufficiency within existing businesses to address transport issues e.g. through workplace travel plans, and assist with the retention of staff.
- The roll-forward of the most successful elements of our transport interventions into forthcoming actions under the Single Regeneration Framework for North Liverpool/South Sefton to capitalise on growth opportunities related to the working Port, a key Transformational Action for Merseyside.
- Infrastructure improvements will remain beyond the life of the project providing improved access for pedestrians and cyclists to key employment locations.

8. Please indicate in which area your scheme will provide benefit:-

Knowsley	
Liverpool	
St Helens	
Sefton	✓
Wirral	
County-wide	

Please return to Allan Stevenson, Merseyside LTP Support Unit  
 ([allan.stevenson@merseytravel.gov.uk](mailto:allan.stevenson@merseytravel.gov.uk)) by **4pm Friday 18<sup>th</sup> March 2011**

Please direct any queries to Huw Jenkins (0151 330 1110)  
 And Barbara Wade (0151 330 1852)

**Thank you**

**Merseyside Local Sustainable Transport Fund (LSTF) Key Component Bid**  
**Pro-forma for scheme promoters**

**Working with Employers**

***Note that this proposal is a sub-set of the larger, integrated Business and Economy package submitted by Sefton Council. The preference is to include these actions within the wider package, but it can be considered separately if desired.***

5. Based on the list of preferred options for the bid, please indicate which of the following categories your scheme falls within (please tick all that apply):-

<b>Training and travel support</b> e.g. WorkWise type activity or travel training for the mobility impaired	✓
<b>Working with employers</b> e.g. staff travel planning, home working	✓
<b>Cycling as a mode of active travel</b> e.g. cycle routes, cycle training, cycle promotions	✓
<b>Improving information on bus services</b> e.g. use of new technology to for service information	
<b>Working with the local community</b> e.g. new methods of community involvement in the delivery of practical measures	

6. In no more than 50 words, please describe the nature of your proposed scheme, activity or intervention.

An integrated and targeted package of measures aimed at improving business efficiency and performance will target employers and their workforces. Delivered in conjunction with existing business assistance and employment services it will work with businesses to address their travel issues, including development of workplace travel plans, and provide new walking and cycling infrastructure at key employment locations.

7. Who will deliver your scheme or intervention (e.g. charitable body, local authority, private sector, voluntary sector (please name all that apply)

The scheme will be delivered by Sefton Council through its existing delivery arrangements of business and employment support, Invest Sefton and Sefton@Work. Additional links with the business community will be provided through Sefton Chamber of Commerce, Sefton Economic Forum and other partners within the Sefton Local Strategic Partnership.

8. Please give indicative costs for your intervention, with information on its capital/revenue breakdown, and the levels of match funding that you are able to provide, using the table below:-

***Please note that the term ‘match’ is somewhat misleading in this instance. The LSTF does not require like for like match, but identifies a need for a local contribution. The figures provided below relate to the expected local contribution that would be available, whether in monetary terms or ‘in kind’ (as time commitment).***

Year 1 (2011/12)				Year 2 (2012/13)			
Revenue		Capital		Revenue		Capital	
£ LSTF	£ match	£ LSTF	£ match	£ LSTF	£ match	£ LSTF	£ match
60,000	80,000	20,000	10,000	80,000	160,000	110,000	50,000
Year 3 (2013/14)				Year 4 (2014/15)			
Revenue		Capital		Revenue		Capital	
£ LSTF	£ match	£ LSTF	£ match	£ LSTF	£ match	£ LSTF	£ match
70,000	120,000	110,000	50,000	60,000	80,000	80,000	50,000

**Total revenue      £ 270,000 (approx 46%)**  
**Total capital        £ 320,000 (approx 54%)**

9. Please state what specific activity will take place in year one (i.e. during 2011/12 financial year)

Early actions will be undertaken across a range of activities:

- A “Sustainable Transport” business engagement strategy will be defined and agreed with partners as part of the wider Sefton Sustainable Economic Development strategy and themed business events will be undertaken.
- A Business Travel Advisor will be appointed and will engage with employers through the existing Invest Sefton business network to identify travel related concerns and issues for local business and initiate working programmes with employers to address these concerns.
- Establishment of a business travel grant scheme to assist employers with introducing initiatives or infrastructure in support of workplace travel plans.
- There will be engagement with growth employers on bespoke support programmes for local recruitment and retention will commence, with early activity centred on employers within the Dock estate.
- The Single Regeneration Framework for North Liverpool and south Sefton will be finalised and agreed by Liverpool and Sefton Cabinets and work commenced on identifying sustainable transport actions into the key developments.

- Potential infrastructure improvement schemes at key employment locations will be evaluated and preliminary design of suitable schemes will be undertaken as a basis for consultation with employers at the selected locations and with the associated local communities.
- Establishment of business networks based at key employment locations in Sefton including Atlantic Park Netherton, Southport Business Park, A565 route corridor (Waterloo and Crosby)
- Roll out awareness campaign via the established Invest Sefton network.

6. Please indicate what support exists for your bid (e.g. voluntary, community, partnership, in-kind)

These proposals have been the subject of local negotiations with representatives from across all sectors in Sefton, including the voluntary, community and faith sectors, health, economic development, and local business representatives. There is specific support from the existing business support structures within Sefton, i.e. Invest Sefton and Sefton@Work who will also facilitate engagement with the Chamber of Commerce, Sefton Economic Forum, Sefton CVS and service providers. The local contribution is mainly provided through the extensive existing programmes of business support offered through Invest Sefton and Sefton@Work. There will also be LTP contributions towards the infrastructure improvement schemes.

7. What are the legacy benefits of your proposals beyond the 4 year timescales of the LSTF (e.g. how will the activity continue beyond the LSTF timescales)

We believe we are well placed to provide a wide range of legacy benefits after the expiry of the grant as follows.

- Professional development of a broader range of business-facing advisory and support staff to build better practice related to sustainable transport solutions for business growth and integrate transport considerations within existing support programmes.
- Incorporating excellence on carbon reduction into a wide range of economic and community-based activities.
- Building capacity and self sufficiency within existing businesses to address transport issues e.g. through workplace travel plans, and assist with the retention of staff.
- The roll-forward of the most successful elements of our transport interventions into forthcoming actions under the Single Regeneration Framework for North Liverpool/South Sefton to capitalise on growth opportunities related to the working Port, a key Transformational Action for Merseyside.
- Infrastructure improvements will remain beyond the life of the project providing improved access for pedestrians and cyclists to key employment locations.

8. Please indicate in which area your scheme will provide benefit:-

Knowsley	
Liverpool	
St Helens	
Sefton	✓
Wirral	
County-wide	

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([allan.stevenson@merseytravel.gov.uk](mailto:allan.stevenson@merseytravel.gov.uk)) by **4pm Friday 18<sup>th</sup> March 2011**

Please direct any queries to Huw Jenkins (0151 330 1110)  
and Barbara Wade (0151 330 1852)

**Thank you**

**Merseyside Local Sustainable Transport Fund (LSTF) Key Component Bid**  
**Pro-forma for scheme promoters**

**Enabling People**

***Note that this proposal is a sub-set of the larger, integrated Business and Economy package submitted by Sefton Council. The preference is to include these actions within the wider package, but it can be considered separately if desired.***

10. Based on the list of preferred options for the bid, please indicate which of the following categories your scheme falls within (please tick all that apply):-

<b>Training and travel support</b> e.g. WorkWise type activity or travel training for the mobility impaired	✓
<b>Working with employers</b> e.g. staff travel planning, home working	
<b>Cycling as a mode of active travel</b> e.g. cycle routes, cycle training, cycle promotions	✓
<b>Improving information on bus services</b> e.g. use of new technology to for service information	
<b>Working with the local community</b> e.g. new methods of community involvement in the delivery of practical measures	✓

11. In no more than 50 words, please describe the nature of your proposed scheme, activity or intervention.

This targeted package of measures is aimed at making people more employable by expanding their travel horizons, developing independence enabling them to obtain and retain employment. Delivered in conjunction with existing employment services it will assist key groups such as long term unemployed, NEETS, Incapacity Benefit Claimants, ex-offenders and recovering drug users with both seeking and securing employment.

12. Who will deliver your scheme or intervention (e.g. charitable body, local authority, private sector, voluntary sector (please name all that apply))

The scheme will be delivered by Sefton Council through its existing delivery arrangements of employment support Sefton@Work and the Neighbourhood Travel Team. Additional links will be provided through Job Centre Plus and other agencies. Community engagement for the delivery of the employability services will be provided through Sefton CVS and other partners within the Sefton Local Strategic Partnership.

13. Please give indicative costs for your intervention, with information on its capital/revenue breakdown, and the levels of match funding that you are able to provide, using the table below:-

**Please note that the term ‘match’ is somewhat misleading in this instance. The LSTF does not require like for like match, but identifies a need for a local contribution. The figures provided below relate to the expected local contribution that would be available, whether in monetary terms or ‘in kind’ (as time commitment).**

Year 1 (2011/12)				Year 2 (2012/13)			
Revenue		Capital		Revenue		Capital	
£ LSTF	£ match	£ LSTF	£ match	£ LSTF	£ match	£ LSTF	£ match
30,000	100,000			90,000	150,000		
Year 3 (2013/14)				Year 4 (2014/15)			
Revenue		Capital		Revenue		Capital	
£ LSTF	£ match	£ LSTF	£ match	£ LSTF	£ match	£ LSTF	£ match
90,000	200,000			50,000	40,000		

**Total revenue            £ 260,000**  
**Total capital            £            0**

5. Please state what specific activity will take place in year one (i.e. during 2011/12 financial year)

Early actions will be undertaken across a range of activities:

- Protocol and referral agreements with the Neighbourhood Travel Team and partners will be refreshed and agreed and the Travel Team will continue to assist people into employment.
- Additional resources will be provided to existing employability programmes to extend both the numbers of people assisted and the level of assistance.
- Specific interventions including journey plans, travel training, travel passes (for interview, training or jobs) and bicycles will be delivered to individuals from key groups such as long term unemployed, NEETS, Incapacity Benefit Claimants, ex-offenders and recovering drug users with both seeking and securing employment.

In year one (Sept 2011 to March 2012), we expect to be able to deliver :

- Advice and information provided to at least 400 people.
- 50 workless residents assisted to get a job, receiving a full package of transport advice and guidance and financial assistance to access public transport or other solutions ( eg. cycling) as appropriate



6. Please indicate what support exists for your bid (e.g. voluntary, community, partnership, in-kind)

These proposals have been the subject of local negotiations with representatives from across all sectors in Sefton, including the voluntary, community and faith sectors, health, economic development, and local business representatives. There is specific support from the existing business support structures within Sefton, i.e. Sefton@Work who will also facilitate engagement with Sefton CVS and service providers. The local contribution is mainly provided through the extensive existing programmes of access to employment services offered through Sefton@Work and the Neighbourhood Travel Team.

7. What are the legacy benefits of your proposals beyond the 4 year timescales of the LSTF (e.g. how will the activity continue beyond the LSTF timescales)

We believe we are well placed to provide a wide range of legacy benefits after the expiry of the grant as follows.

- Professional development of a broader range of advisory and support staff to build better practice related to sustainable transport solutions for access to employment.
- Building capacity and independence within the local population to widen travel horizons and increase confidence in travelling by sustainable modes, leading to increased numbers of people retaining employment, enhanced local economic activity and a reduction in benefit claimants.
- Improved employability and confidence among target groups, such as long term unemployed, NEETS, Incapacity Benefit Claimants, ex-offenders and recovering drug users.
- Travel advice and assistance is expected to be integrated into the ongoing programme of providing assistance into employment.

8. Please indicate in which area your scheme will provide benefit:-

Knowsley	
Liverpool	
St Helens	
Sefton	✓
Wirral	
County-wide	

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([allan.stevenson@merseytravel.gov.uk](mailto:allan.stevenson@merseytravel.gov.uk)) by **4pm Friday 18<sup>th</sup> March 2011**

Please direct any queries to Huw Jenkins (0151 330 1110)  
and Barbara Wade (0151 330 1852)

**Thank you**

**Merseyside Local Sustainable Transport Fund (LSTF) Key Component Bid**  
**Pro-forma for scheme promoters**

**Education and Skills Package**

14. Based on the list of preferred options for the bid, please indicate which of the following categories your scheme falls within (please tick all that apply):-

<b>Training and travel support</b> e.g. WorkWise type activity or travel training for the mobility impaired	✓
<b>Working with employers</b> e.g. staff travel planning, home working	
<b>Cycling as a mode of active travel</b> e.g. cycle routes, cycle training, cycle promotions	✓
<b>Improving information on bus services</b> e.g. use of new technology to for service information	
<b>Working with the local community</b> e.g. new methods of community involvement in the delivery of practical measures	✓

15. In no more than 50 words, please describe the nature of your proposed scheme, activity or intervention.

Travel to education is a major journey purpose and this package will provide a seamless sustainable transport transition starting at nursery and extending to further education and training. It will deliver safe and sustainable transport options, with an emphasis on key life events and transitions. It will contribute to reducing congestion and carbon emissions due to the school run by encouraging alternative modes of travel.

16. Who will deliver your scheme or intervention (e.g. charitable body, local authority, private sector, voluntary sector (please name all that apply))

The scheme will be delivered by Sefton Council by extending its existing delivery arrangements for sustainable travel to education and skills. The Council will also work with NHS Sefton on the expansion and extension of existing programmes in Sefton schools, which will be fully engaged with the programme. Colleges and training organisations will also participate fully in the project. Community engagement for the delivery of initiatives around schools and colleges will be provided through local politicians, Sefton CVS and other partners within the Sefton Local Strategic Partnership.

17. Please give indicative costs for your intervention, with information on its capital/revenue breakdown, and the levels of match funding that you are able to provide, using the table below:-

***Please note that the term ‘match’ is somewhat misleading in this instance. The LSTF does not require like for like match, but identifies a need for a local contribution. The figures provided below relate to the expected local contribution that would be available, whether in monetary terms or ‘in kind’ (as time commitment).***

Year 1 (2011/12)				Year 2 (2012/13)			
Revenue		Capital		Revenue		Capital	
£ LSTF	£ match	£ LSTF	£ match	£ LSTF	£ match	£ LSTF	£ match
60,000	235,000	20,000	25,000	255,000	115,000	100,000	30,000
Year 3 (2013/14)				Year 4 (2014/15)			
Revenue		Capital		Revenue		Capital	
£ LSTF	£ match	£ LSTF	£ match	£ LSTF	£ match	£ LSTF	£ match
295,000	85,000	100,000	30,000	255,000	85,000	50,000	25,000

**Total revenue            £ 865,000 (approx 76%)**  
**Total capital            £ 270,000 (approx 24%)**

5. Please state what specific activity will take place in year one (i.e. during 2011/12 financial year)

The interventions identified below are targeting schools, colleges, training providers with an emphasis on transition and on developing safe sustainable and independent travel.

Early interventions that will start or be developed from existing programmes in the first year include the following:

- Child pedestrian training
- Cool steps walking programme
- Bikeability level 3 cycle training
- Bike It programme
- Young peoples cycle forum, 3 meetings in year 1
- Road safety education package
- Bike Clubs
- How to get to guides – specifically for colleges and training providers
- Personalised journey plans and travel assistance
- Travel training for people with learning or mobility difficulties
- Pre-driver training programme

- Preliminary design of pedestrian and cycle facilities in and around schools
- Identification of potential 20mph zones around schools or colleges

6. Please indicate what support exists for your bid (e.g. voluntary, community, partnership, in-kind)

These proposals have been the subject of discussions with local organisations and service providers across Sefton. There is specific support for these initiatives through NHS Sefton, Leisure Services and Childrens Services through existing programmes to support more active lifestyles, improve safety and encourage sustainable travel to schools, colleges and training providers. The local contribution is mainly provided through the extensive existing programmes of activity. There will also be LTP contributions towards the infrastructure improvement schemes.

7. What are the legacy benefits of your proposals beyond the 4 year timescales of the LSTF (e.g. how will the activity continue beyond the LSTF timescales)

Specific benefits of the proposals are as follows :

- Embedding sustainable travel as a travel option at an early age thus encouraging continued use of walking and cycling into adult life.
- Embedding road safety awareness at an early age to reduce the number of child road accident casualties
- A blue print for future transition work to be continued with support from schools and colleges.
- Sustained access to further and higher education, leading to greater confidence and travel independence and improved employability.
- Developing capacity and experience within the education and skills sector so that transport access becomes an integral part of the information provided to children and their parents in taking up opportunities for education and skills.

8. Please indicate in which area your scheme will provide benefit:-

Knowsley	
Liverpool	
St Helens	
Sefton	✓
Wirral	
County-wide	

Please return to Allan Stevenson, Merseyside LTP Support Unit  
[allan.stevenson@merseytravel.gov.uk](mailto:allan.stevenson@merseytravel.gov.uk) by **4pm Friday 18<sup>th</sup> March 2011**

Please direct any queries to Huw Jenkins (0151 330 1110)  
and Barbara Wade (0151 330 1852)

**Merseyside Local Sustainable Transport Fund (LSTF) Key Component Bid**  
**Pro-forma for scheme promoters**

**Local Environment & Accessibility**

18. Based on the list of preferred options for the bid, please indicate which of the following categories your scheme falls within (please tick all that apply):-

<b>Training and travel support</b> e.g. WorkWise type activity or travel training for the mobility impaired	✓
<b>Working with employers</b> e.g. staff travel planning, home working	
<b>Cycling as a mode of active travel</b> e.g. cycle routes, cycle training, cycle promotions	✓
<b>Improving information on bus services</b> e.g. use of new technology to for service information	
<b>Working with the local community</b> e.g. new methods of community involvement in the delivery of practical measures	✓

19. In no more than 50 words, please describe the nature of your proposed scheme, activity or intervention.

The extent of walking and cycling within local areas is significantly affected by local accessibility and environmental conditions. This package of mainly infrastructure improvements is aimed at improving safety, accessibility and air quality at specific locations in Sefton. Depending on the local issues and problems the nature of the interventions could include walking and cycling routes, reduction to traffic speeds and volumes, educating road users and improving access to key services.

20. Who will deliver your scheme or intervention (e.g. charitable body, local authority, private sector, voluntary sector (please name all that apply))

The scheme will be primarily delivered by Sefton Council, with specific input from local Area Committees. Community engagement for the delivery of initiatives in local areas will be provided through local politicians, Sefton CVS and other partners within the Sefton Local Strategic Partnership. The Council's Environmental Protection Department will be actively engaged in the delivery of initiatives in Air Quality Management Areas, also in conjunction with NHS Sefton. The Police and Fire and Rescue services will also be working with the Council on the delivery and enforcement of road safety and driver behaviour initiatives.

21. Please give indicative costs for your intervention, with information on its capital/revenue breakdown, and the levels of match funding that you are able to provide, using the table below:-

**Please note that the term ‘match’ is somewhat misleading in this instance. The LSTF does not require like for like match, but identifies a need for a local contribution. The figures provided below relate to the expected local contribution that would be available, whether in monetary terms or ‘in kind’ (as time commitment).**

Year 1 (2011/12)				Year 2 (2012/13)			
Revenue		Capital		Revenue		Capital	
£ LSTF	£ match	£ LSTF	£ match	£ LSTF	£ match	£ LSTF	£ match
30	45	20	10	80	40	150	100
Year 3 (2013/14)				Year 4 (2014/15)			
Revenue		Capital		Revenue		Capital	
£ LSTF	£ match	£ LSTF	£ match	£ LSTF	£ match	£ LSTF	£ match
80	20	150	100	80	20	50	50

**Total revenue            £ 270,000 (approx 42%)**  
**Total capital            £ 370,000 (approx 58%)**

5. Please state what specific activity will take place in year one (i.e. during 2011/12 financial year)

The interventions identified below are aimed at improving the safety and accessibility of local areas as a way of supporting and encouraging sustainable and independent travel, within the local areas. This will benefit the local community and locally based businesses.

Early interventions that will take place in the first year include the following:

- Feasibility study of 20mph zones and identification of priority areas, including the start of consultation with local communities
- Establishment of a driver education package, aimed at improving driver behaviour and encouraging safer driving habits
- Extended and continued delivery of locally based child safety training
- Enhanced road safety publicity campaigns in conjunction with local police and fire and rescue services, e.g. through CSOs
- Preliminary design of infrastructure improvements in priority areas
- Identification of priority locations for implementation of local accessibility improvements and development of improvement packages
- Continue delivery of already designed local accessibility improvements

6. Please indicate what support exists for your bid (e.g. voluntary, community, partnership, in-kind)

These proposals have been the subject of discussions with local organisations and service providers across Sefton. Local safety is a top priority for Sefton's politicians and there is specific support for these initiatives through NHS Sefton. Discussions are also being pursued with the Police and Fire and Rescue services about participating in the delivery of local safety initiatives. The local contribution is mainly provided through existing programmes of activity and there will also be LTP contributions towards the infrastructure improvement schemes. There is also a specific contribution towards initiatives in air quality management areas aimed at improving air quality.

7. What are the legacy benefits of your proposals beyond the 4 year timescales of the LSTF (e.g. how will the activity continue beyond the LSTF timescales)

Specific benefits of the proposals are as follows :

- Establishment of a driver education package which can be easily updated and amended year on year and delivered in association with local Police and Fire and Resuce services.
- Sustained reductions in traffic accident casualties in areas subject to 20mph zones as well as an increased culture of walking and cycling for short journeys
- Sustained improved accessibility, especially for pedestrians, to key locations which have been subject to local accessibility improvements
- Improved air quality in areas where measures have been introduced to reduce emissions, e.g. through reducing congestion.

8. Please indicate in which area your scheme will provide benefit:-

Knowsley	
Liverpool	
St Helens	
Sefton	✓
Wirral	
County-wide	

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**Thank you**



**LOCAL SUSTAINABLE TRANSPORT FUND  
PROPOSED SEFTON COUNCIL/WEST LANCASHIRE DC JOINT BID**

The Government has invited bids for the Local Sustainable Transport Fund from local transport authorities in England. Sefton Council has been exploring options for possible bids as part of the Merseyside ITA bid, as an independent bid or in partnership with the neighbouring authority of West Lancashire. At their meeting on the 11<sup>th</sup> March, the Merseyside Chief Executives endorsed the development of a Merseyside ITA led bid, but retained the option to pursue individual or partnership bids if appropriate. In particular, bids between Sefton and West Lancashire and between St Helens, Halton and Warrington were identified as potential joint bids. At the Merseyside Strategic Transport and Engineering Group (MSTEG) meeting on the 14<sup>th</sup> March, the approach to a Merseyside bid was confirmed and it was acknowledged that potential cross-boundary bid would sit alongside any Merseyside bid. The Merseyside ITA (Merseytravel) stated that they would be willing to endorse a joint, cross-boundary bid that would compliment the Merseyside bid.

On this basis, Sefton Council is proposing to prepare a LSTF Bid in partnership with West Lancashire District Council, with a focus on supporting and promoting the visitor economy in the area. The bid will cover an area extending along the Sefton coast between Waterloo and Southport and inland to incorporate the northern and western parts of West Lancashire, including Ormskirk and Burscough Bridge. This will enable features and sites to be included in the bid area, such as the Iron Men at Crosby, National Trust Reserve in Formby, the resort town of Southport, Marshside RSPB reserve, Martin Mere, Leisure Lakes, Mere Sands Wood, Rufford Old Hall, the Leeds and Liverpool Canal and the Trans Pennine Trail. The area proposed for the bid and the sites and features listed attract large numbers of visitors every year, making a significant contribution to the local economy of the area. Many of these visitors arrive by car and travel through and around the area by car. The bid will concentrate on promoting and developing the opportunities for enjoying the attractions of the area by sustainable transport and by presenting sustainable transport options (primarily walking and cycling) as an attraction in themselves.

Details of the bid are being developed between Sefton Council and West Lancashire DC and will include some infrastructure improvements in specific locations, but will mainly concentrate on improving the leisure offer in the area, providing stronger links between different visitor attractions/locations and improving the information available to people to improve the awareness of sustainable travel opportunities to and between the different visitor locations in the area. This will provide direct benefit to the local economy both by improving the visitor experience, extending the time visitors spend in the area and by attracting new visitors. This approach is consistent with the strategic commitment to the visitor economy by both local authorities.

The bid will be a small bid (<£5m), probably up to about £2-3m in total. It is hoped to be able to submit the bid as part of the first tranche of bids, by the 18<sup>th</sup> April. A significant element of the bid and which is important to the Department for Transport is to build on the experience of Southport Cycling Town, a key part of which was support for the visitor economy. This bid will extend the scope of the Cycling Town project to a wider

area and to other sustainable modes. The bid will need to be endorsed by both Merseytravel (Merseyside ITA) and Lancashire County Council.