

Local Sustainable Transport Fund - Application Form

Applicant Information

Local transport authority name(s)*: Darlington Borough Council

**(This bid is linked to a separate bid by Durham County Council)*

Senior Responsible Owner name and position:

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Bid Manager name and position:

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SECTION A - Project description and funding profile

A1. Project name: Local Motion

A2. Headline description:

Darlington has been both a sustainable travel and cycling demonstration town and under its brand of Local Motion has achieved significant decreases in the use of the car on short trips and impressive increases in walking and cycling.

However there is still much more that needs to be achieved particularly at a time when the economy has faltered, problems around income, employment and health are getting worse and public sector funding is under pressure.

This bid clearly sets out the problems associated with growing the economy and reducing carbon emissions. There is a clear strategy to focus on short trips in the Borough to improve health through activity and social inclusion; to build Local Motion achieving a return on 5 years of investment to facilitate long term behaviour change; to extend the benefits to rural areas; to involve disabled people in the development of initiatives; and to focus on public transport, learning lessons from other successful towns.

The bid is clearly supported by the community, across public, private and Third sector and this partnership has been extended out of the Tees Valley, with a linked bid to Durham County Council to tackle inter urban trips.

Experience and evaluation of Local Motion has ensured that the packages of measures offer value for money.

A3. Geographical area:

Darlington Borough is a unitary local authority area that lies at the western end of the Tees Valley, and which also borders County Durham to the north and North Yorkshire to the south. Darlington is a historic market town, surrounded by open countryside with a number of attractive agricultural villages. The town's development has been closely associated with the railway age and associated manufacturing, but over recent years there has been a shift to specialist engineering, business and professional services as well as the public sector. The recent economic downturn has seen unemployment increase from less than 3% between 2004-2008 to 5.2% in February 2011, 7.4% amongst men.

The Borough's population is 101,000, made up of 46,000 households. There are an increasing number of older people and an out migration of young well educated adults. There are also contrasts in the life chances and quality of life of people in the Borough, according to where they live. The Indices of

Multiple Deprivation 2010 (IMD2010) ranks Darlington as the 75th most deprived district (out of 326) in England and relative (compared to England) deprivation in Darlington has got worse since 2007. Using IMD2010 Darlington has 9 LSOAs (14%) in the most deprived 10% of LSOAs in England. In particular it would appear that the proportion of people income and employment deprived has increased in the most deprived LSOAs and there is particular decline in the rankings for the health domain.

The Borough has excellent national and international transport links, by rail (East Coast Main Line), road (A1M) and air (Durham Tees Valley Airport). It also has good local transport links by rail (Bishop Line and Saltburn Line) and road (A66). The urban area is compact and relatively flat, making it ideal for sustainable travel on foot, by bike and public transport.

Whilst a large number of trips to work are within the Borough (29,960¹), there are almost as many trips (28,780) across the borough boundary, predominantly into and from the southern area of County Durham (Bishop Auckland, Shildon, Newton Aycliffe) and the Tees Valley (Stockton and Middlesbrough).

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): £13.143

A6. Total DfT funding contribution sought (£m): £4.076

A7. Spend profile:

£K	2011-12	2012-13	2013-14	2014-15	Total
Revenue funding sought	679	737	686	730	2832
Capital funding sought	125	1034	55	30	1244
Local contribution	5465	2526	538	538	9067
Total	6269	4297	1279	1298	13143

A8. Local contribution

The following is a summary of local contributions, match funding or in kind. Where appropriate letters of support have been received and are available on request.

European funding

ERDF Interreg IV, Boosting Advanced Public Transport Systems (BAPTS) will contribute £40k in 2011/12 (already received) plus a further £187,609 in 2011/12 and £50,960 in 2012/13. A bid for more funding is currently under consideration by the European partners which, if successful, would support 4 work packages (ICT tools and partnerships for inclusive mobility; ICT tools for infrastructure planning; advanced community transport strategies and services; and integrated electric mobility concepts). The bid has not reached a stage to identify the level of financial contribution.

Third Local Transport Plan

£977k has been allocated to specific schemes that support this bid. It is anticipated that further funding will be allocated to sustainable travel initiatives once the planning guidelines for years 3 and 4 are confirmed.

Rail sector

Northern Rail - £106k match funding to support marketing of services
 Network Rail Metro project – improvements to passenger waiting and interchange facilities at Dinsdale Station £177,782
 Network Rail - £350k to refurbish a footbridge which carries a thoroughfare to the main line rail station
 ACORP - £2k to provide DDA compliant seating
 Bishop Line Community Rail Partnership - £20k rail officer time and £7.5k for project work

Bus sector

¹ Travel to work data; Census 2001

Arriva will sign up to a Memorandum Of Understanding (MOU) with both Darlington and Durham Councils to establish high quality bus corridors based on services 1, 5 and 7 operating along the A167 and A68 routes. This will include investment by Arriva of £120k in refurbished buses for services 2 and 11, £136k on an extra diesel double decker to extend the operation on service 1; and £1.76m for a new fleet of vehicles on service 5.

Tees Valley Bus Network Improvement scheme – £3.71m will be spent on improvements for bus services, in particular those serving the corridors to County Durham. It will include bus priority measures, new bus stops and real time information as well as £209k on smarter choices to promote bus travel across the Tees Valley.

Voluntary and community sector

Sustrans - £8k

CTC Bike Club- £10k staff time

Tees Valley Rural Community Council - £8k in kind contribution (staff time)

Darlington Association on Disability £15,600 (staff time)

Darlington Borough Council

All staff members required to deliver this project are in post and are funded from DBC resources (5 full time posts). However it has been determined that the bid needs to support a part time Marketing and Communications Officer due to the reduction in staff numbers in the corporate communications team. To ensure continuity of delivery a member of staff has been retained and funded in the short term - £21k. The Bike It Officer has also been retained until the end of the summer term to ensure continuity of delivery to schools- £8k

Ongoing monitoring developed to support the STDT and CDT projects will be retained £20k

Darlington has not received any Bikeability funding to date, but instead has used a variety of funding mechanisms. £12k of Council resources will enable the cycle training to continue until the end of the summer term. Without the Bikeability grant it is likely that cycle training will cease. A separate letter has been sent to DfT for clarification on how to access the £40k grant that has been allocated to Darlington.

The Youth Offending Team and KS4 Engagement Team will provide dedicated staff time to operate the 'Spokes Hub' project to the value of £84,656 (KS4) and £44,720 (YOT). In addition they will provide all their own equipment and source all the bikes from their partnership with Durham Police.

ONE - £60k Plugged In Places to provide electric vehicle charging points. In addition Teesside

University have installed a further 3 (£15k).

NESTI - North East Smart Ticketing Initiative - £118k contribution to smart card readers on board buses.

NHS County Durham and Darlington

NHS County Durham and Darlington and DBC Sports Development - £31,700 staff time and training and development to operate 'Bike: in Darlington', as part of the Adult Obesity Strategy.

£10,000 to deliver Health Walks and Run: in Darlington

£20,000 to promote Teen Card to young people (commercial bus ticket) and enabling them to access leisure services in the Borough

£5,000 (+£15k potential funding subject to future public health budget) as a contribution to Fitbug and Workplace health/active travel initiatives

£80k (+£80k potential funding subject to future public health budget) promoting physical activity mainly through walking and cycling through the Health Improvement Service

In addition Durham County Council is submitting an LSTF bid, linked to this bid. Therefore some of the projects will be matched by funding and contributions within their bid.

A9. Partnership bodies

Darlington has identified some key issues to address and the appropriate partners to provide specialist expertise to support the development and delivery of the solutions.

The key issues are:

- Focus on journeys between Darlington and Durham
- Meet the needs of people in rural areas
- Meet the needs of disabled people and those with long-term health problems
- Focus on improving public transport

The partnership bodies that Darlington will work with on the delivery of the proposed packages are:

- Durham County Council – this bid is linked to a bid being submitted by DCC and some elements will be delivered in partnership, including shared staff resources, joint procurement and delivery.
- Arriva – a Memorandum of Understanding will be signed between Arriva, Darlington and Durham Councils building on the successful MOU signed between DBC and Arriva following the takeover of Stagecoach by Arriva, which enhanced the partnership between public and private sector.
- eVOLution – will work specifically on developing the accessible taxi solution, bringing their experience working in the Third sector and developing appropriate contract arrangements.
- Darlington Association on Disability will provide specialist input to the work packages to meet as many needs as possible for disabled people, particularly around accessibility, independence and dignity.

- NHS County Durham and Darlington working with Sports Development will support the delivery of active travel in the community, focusing on walking and cycling. They will ensure that appropriate health messages are incorporated into the packages and will seek to align future funding and programme to improve synergy between health improvement and active travel.
- Tees Valley Rural Community Council have committed to work with the rural communities to identify issues and potential solutions relating to travel, in particular to reduce social isolation associated with living in a rural area.

SECTION B – The local challenge

B1. The local context

Over the past decade, implementation of the Darlington Gateway Strategy has led to strong sustained economic and housing growth across the Borough. The Sustainable Community Strategy(SCS) 'One Darlington: Perfectly Placed', sets out a vision designed to make Darlington even more attractive to investors as well as addressing the needs of severely deprived communities. A strong economy and excellent quality of life are at the heart of that vision. Our ambition is, through partnership working, **to achieve a balanced growth of employment and housing in sustainable locations, linking development and regeneration to deprived communities**. The Local Development Framework is the spatial expression of the SCS and supports sustainable transport through land use planning and development.

Despite this, significant challenges remain:

- The ongoing impact of the recession;
- The vulnerability of the economy to public sector cuts;
- Housing and regeneration schemes are stalled; and
- Increasing relative deprivation, particularly in terms of income and employment and poor health.

The Third Local Transport Plan identifies a number of challenges, which are the problems that this bid seeks to address:

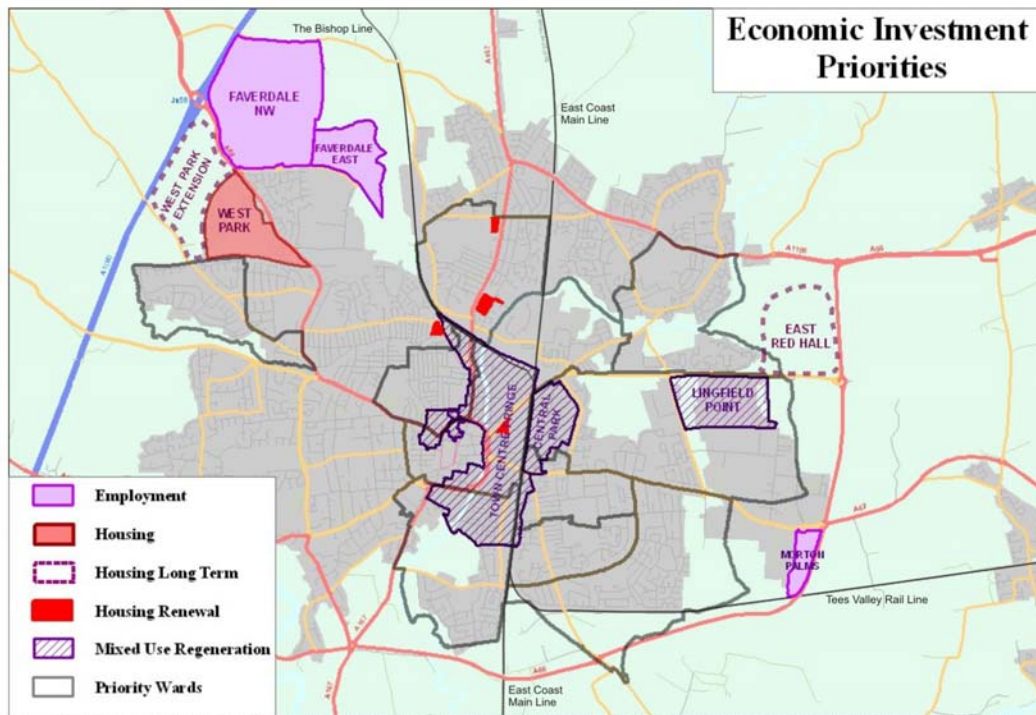
- Support economic growth in Darlington without creating adverse traffic conditions;
- Exploit Darlington's economic advantage as the 'gateway' to the wider national road, rail and air transport network for passengers and freight;
- Improve access to employment opportunities within the Borough and in neighbouring areas, in particular for those without access to a private car;
- Maintain the highway network and transport assets, including bridges, streetlights and facilities for sustainable transport;
- Reduce CO2 emissions from travel;
- Continue the successful implementation of Smarter Choices and travel behaviour programmes;
- Reduce health inequalities in Darlington and integrate transport into the public health agenda;
- Meet the transport needs of local people, with a wide range of travel requirements, in particular for disabled people and those living in rural locations;
- Target funding at schemes and initiatives that are low cost, deliver value for money and/or deliver the greatest outcomes at a local level; and
- Provide a high quality journey experience for everyone.

SUPPORTING ECONOMIC GROWTH

The Darlington Economic Assessment highlights Darlington's success in achieving a shift from its past reliance on manufacturing to an economy with a wider, more resilient base, with specialist engineering, service sector and public sector employment being dominant. The Borough has a projected increasing potential workforce, with relatively high skills and higher education achievements, and has economic activity and overall employment rates consistently above sub-regional and regional levels. The housing market has been strong, with a range of housing types being built on brownfield and greenfield infill sites. A new award winning neighbourhood was created at West Park incorporating community and social facilities. Average house prices have remained largely unaffected during the recession. The town centre was largely pedestrianised in 2007 and the diverse retail sector continues to be buoyant.

The recession has had an impact, but there are signs of recovery. Cummins, has invested in its Darlington plant as a hub of low carbon engine technology and has won contracts to supply engines and exhausts for London's new Routemaster buses and 7000 engines for delivery trucks in Brazil and construction vehicles in China; Lloyds Bank have been granted planning permission for a national data centre; Engineers Amec, which has its industrial headquarters in Darlington, has recently reported profits were up 30% and orders had risen by a quarter on last year; an innovative development with Fabrick Housing Group to deliver 106 new affordable homes is underway under the Kickstart Round 2 funding programme; and The University of Teesside's satellite building is due to open in September 2011 on the flagship Central Park site. Darlington College, Darlington Sixth Form College and Carmel College are three of the highest performing colleges in England and key to providing the appropriate skills to support a growing economy.

In addition the recent announcement by the Secretary of State for Transport to invest in a new generation of trains in the InterCity Express Programme at a site in Newton Aycliffe will bring a further 500 jobs, plus up to 7000 additional jobs during the construction phase and supply chain opportunities. It will utilise the Community Rail Bishop Line between Heighington Station and Darlington.



Physical regeneration will focus in the town centre (retail/leisure and 'Grade A' Office District, plus enhanced public realm and riverside creating improved connectivity for pedestrians and cyclists); Central Park (linking the East Coast Main Line Station with Darlington College and Teesside University through a mixed use development); Town Centre Fringe, including the development of a cultural quarter; Lingfield Point (ongoing mixed use development on a brownfield site); and Faverdale Logistics site adjacent to the A1(M). Housing developments which stalled during the economic downturn, have now started at sites within the urban area and will start at Lingfield Point in 2011.

However Darlington is still vulnerable to significant impacts from the ongoing recession - unemployment is rising, there is a reliance on public sector jobs subject to cuts, significant pockets of deprivation, regeneration sites are stalled and there is reduced public funding.

Economic challenges:-

- Support economic growth in Darlington without creating adverse traffic conditions;
- Exploit Darlington's economic advantage as the 'gateway' to the wider national road, rail and air transport network for passengers and freight; and
- Improve access to employment opportunities within the Borough and in neighbouring areas, in particular for those without access to a private car.

CARBON REDUCTION

Darlington is reviewing its Climate Change Strategy and Action Plan in line with the recently adopted Tees Valley Climate Change Strategy. Environmental sustainability is at the heart of the Sustainable Community Strategy. The Local Development Framework embeds climate change considerations into the planning and development of the Borough, with new development located to minimise the need to travel by car. Darlington is rich in open spaces, heritage and countryside linked by multi functional corridors facilitating walking and cycling; promotes sustainable design and high quality public realm; identifies opportunities for renewable energy regeneration; and is successful in promoting biodiversity and the local food agenda. Local Motion and Smarter Choices projects in Darlington achieved reductions in carbon emissions from travel through behaviour change and modal shift; as well as through partnership working with transport operators to move towards a lower carbon public transport system. However the carbon reduction agenda is a long term programme to achieve behaviour change in the way we live, work, play and travel and requires sustained investment to 'nudge' people in the direction of reducing carbon emissions on an ongoing basis and at key change points in their life e.g. moving house, changing job or school. There is no clear evidence as to the longevity of impact of smarter choices campaigns.

Carbon reduction challenges:-

- *Promote sustainable development and reduce CO2 emissions from travel; and*
- *Continue the successful implementation and momentum of Smarter Choices and travel behaviour programmes.*

HEALTH AND SOCIAL INCLUSION

Although the health of people in Darlington is generally improving, the level of deprivation is higher and life expectancy is lower than the England average. Lifestyle choices including levels of smoking, alcohol intake, poor diet and inactivity all contribute to poorer health. In addition 20-25% of Darlington's population consider themselves to be disabled or to have a long-term limiting illness.

Mental health and well-being issues are compounded by social isolation, particularly for those in rural areas or those unable to access facilities and services through a lack of appropriate transport. Priorities aim to reduce early deaths from heart disease and cancer.

The Indices of Multiple Deprivation 2010 (IMD2010) ranks Darlington as the 75th most deprived district (out of 326) in England. This compares to 87 in IMD2007 and relative deprivation in Darlington has therefore got worse. Using IMD2010 Darlington has 9 LSOAs (14%) in the most deprived 10% of LSOAs in England. In particular it would appear that the proportion of people income and employment deprived has increased in the most deprived LSOAs. Consideration of the domains suggests a particular decline in the rankings for the health domain with 43 LSOAs (68%) having declined in the ranking by 5% or more

Health and social inclusion challenges:-

- *Reduce health inequalities in Darlington and integrate transport into the public health agenda;*
- *Improve access to services and facilities, meeting the transport needs of local people, with a wide range of travel requirements, in particular for disabled people and those living in rural locations.*

ROLE OF TRANSPORT

Darlington's population is 101,000. The majority (90,000) live in the compact, relatively flat urban area and in a small number of villages (Middleton St George 4,325, Hurworth 2,940, Heighington 1,395 and Sadberge 600). The Borough is served by a comprehensive network of bus services, cycle network (which has received significant investment during the period of the Cycling Demonstration Town project), 2 rail stations within the urban area and a further station in Middleton St George to the east of the town. The walking environment has been improved from investment through the Rights Of Way Improvement Plan, pedestrianisation of the town centre and Safer Routes to School, including 20mph zones.

Its location in relation to strategic transport networks is a key asset in its role as gateway to both the Tees Valley and the wider North East. Darlington is a key station on the East Coast Main Line between London and Scotland, and provides connecting services on the Bishop Line (Community Rail Service between Darlington and Bishop Auckland) and the Tees Valley rail service to Saltburn via Middlesbrough; Durham Tees Valley Airport to the east of the Borough provides domestic, short haul and charter flights; and the A66 and A1(M) provide strategic road links to the Tees Valley, Durham, Cumbria, Tyne and Wear and Yorkshire.

Darlington became a Sustainable Travel Demonstration Town in 2004 and a Cycling Demonstration Town in 2005. It has achieved significant results in encouraging modal shift from car to more sustainable modes under the brand 'Local Motion'. However, this long term travel behaviour programme needs to address 5 key issues that have not been successfully achieved to date:-

- A renewed focus on public transport including rail, bus, community transport and taxi to address continuing falling patronage;
- Extend the programme to rural areas, which have not been included to date;
- Greater involvement of disabled people to achieve better outcomes for more people;
- Identify ways to achieve greater value for money; and
- Develop a partnership approach with Durham County Council to address cross boundary trips contributing to peak time congestion.

Transport challenges

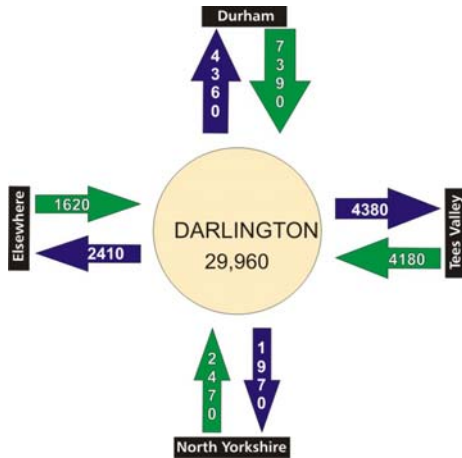
- *Provide a high quality journey experience for everyone;*
- *Target funding at schemes and initiatives that are low cost, deliver value for money and/or deliver the greatest outcomes at a local level; and*
- *Maintain the highway network and transport assets, including bridges, streetlights and facilities for sustainable transport.*

B2. Evidence

Economic challenges

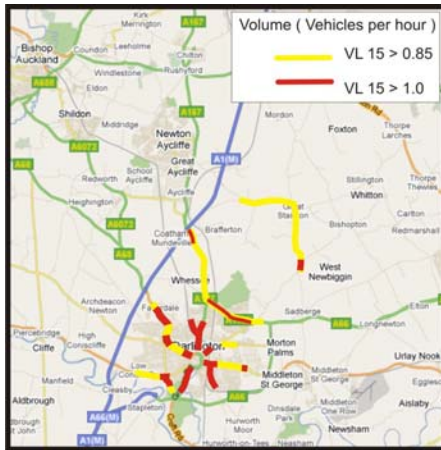
- *Support economic growth in Darlington without creating adverse traffic conditions;*

- Exploit Darlington's economic advantage as the 'gateway' to the wider national road, rail and air transport network for passengers and freight; and
- Improve access to employment opportunities within the Borough and in neighbouring areas, in particular for those without access to a private car.



Darlington attracts a significant number of commuters from County Durham and the Tees Valley, and to a lesser extent North Yorkshire. Travel to work data highlights that approximately 90% of the cross boundary travel-to-work trips are made by car, whereas within Darlington there is less reliance on the car (54%²). More recent data indicates that traffic levels have increased to 14-17,000 between Darlington and Durham, though not exclusively for employment. As further economic investment takes place in Darlington, Newton Aycliffe, Bishop Auckland and in the Tees Valley there will be more opportunities for employment, creating more trips (particularly at peak times subject to shift patterns) on the A167 and A68 into County Durham and on the radial routes within the urban area of Darlington.

Problem – reliance on car for cross boundary trips to work



These traffic levels are already causing congestion. The network modelling undertaken by Tees Valley Unlimited and the Highways Agency highlights capacity and highway network stress on key arterial roads into Darlington. A key element of this bid seeks to target journeys that cross the Borough boundary into County Durham (to the north and north west) and to a lesser extent to the remainder of the Tees Valley (to the east).

Problem – congestion on roads into Darlington

Darlington as one of the 5 Tees Valley authorities is already delivering packages of measures to improve public transport across the Local Enterprise Partnership area. This includes the Tees Valley Bus Network Improvement project, investing £52.7m in a high quality bus network comprising new and improved infrastructure,

enhanced travel information and a programme of Smarter Choices; and £4.9m investment in Metro, including enhanced rail frequency between Darlington and Saltburn and improvements to station environments.

An ANPR study³ provides evidence of the routes taken by traffic entering Darlington on the A167/North Road. 21.6% of the traffic heads straight for the town centre, and although 26.8% heads to the east, no more than 11.3% continues onto the A66 towards Stockton. In conclusion there is huge potential to switch a percentage of these car journeys to public transport as they terminate within Darlington.

Problem – Implementing Smarter Choices programmes such as travel planning and individualised travel marketing activity in Darlington will not tackle the cross boundary trips from County Durham.

The Bishop Line (rail line between Bishop Auckland and Darlington) was designated as a Community Rail Service in January 2011. Surveys of the line identify that there is capacity to increase patronage on the service. There are proposals for major developments at or near many of the 6 stations along the Line including the construction of the Hitachi plant adjacent to Heighington Station, the Heritage Campus at North Road Station and Central Park at Bank Top Station in Darlington. The Line provides access to existing and future employment opportunities, especially for those without access to a car, and provides access to rail services on the East Coast Main Line as well as local services on the Saltburn Line.

Problem – potential of the Bishop Line is not being exploited

Arriva commissions GfK NOP to undertake a customer satisfaction survey each year across all its depots in the north east. This highlights that the priorities for investment are improving the quality of vehicles; punctuality; waiting environment; and the provision of information. Bus punctuality surveys

² ONS, Census 2001

³ Automatic Number Plate Recognition Survey; NDC; January 2011

over recent years highlight issues with punctuality, with services operating early as well as late. There is also a big disparity across the north east in how Arriva deals with customer enquiries or complaints. In Darlington 29% of those contacting customer services (which is based in Luton) were dissatisfied with how their complaint was dealt with, compared to only 18% in Ashington; whereas only 58% of those contacting customer services were satisfied on Darlington services compared to 74% of those contacting customer services regarding Ashington services. Dealing with and acting upon customer feedback was a key factor in Peterborough's success in increasing the use of public transport in their Sustainable Travel Demonstration Town project. Local consultation for the 3LTP raised the attitude of drivers as an issue.

Problem – quality of vehicles varies across Darlington. Investments in new vehicles have improved the fleet in much of the urban area, but inter-urban commuter routes require investment.

Problem – bus services are not punctual

Problem - dissatisfaction with customer service is not being addressed

Carbon reduction challenges

- promote sustainable development and reduce CO₂ emissions from travel; and
- Continue the successful implementation of Smarter Choices and travel behaviour programmes.

The evidence from the Sustainable Travel⁴ and Cycling Demonstration⁵ Town projects in Darlington have clearly demonstrated that a package approach of targeted infrastructure improvements and associated Smarter Choices programmes can reduce carbon emissions from travel, as well as achieve other associated benefits such as improving health and accessibility.

There was a significant shift in mode from car to walking and cycling. And although the numbers of cars owned by households across the Darlington urban area rose by 1800 vehicles, the distance travelled per car per day for day to day trips fell by 13%. This was a net saving of 34.3 million car km per year, saving 7,000 tonnes in CO₂ emissions per year⁶.

Figure 3.2 Changes in trips by main mode (trips per person/year)

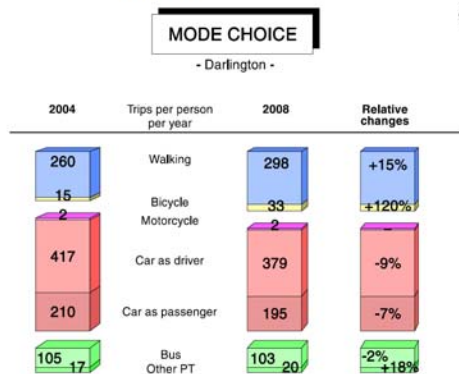
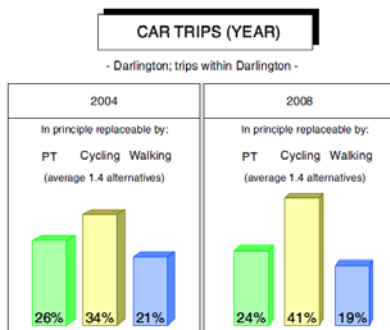


Figure 3.9 Changes in car distances travelled

2004	2008
42,200	44,000
24.7	21.4
	-13%
355.4	321.1
	-34.3 mio

Problem – Without long-term, sustained investment in travel behaviour programmes the gains may soon be lost.



In-depth travel behaviour research identified in 2004 that there was huge potential to switch trips to more sustainable modes, in particular cycling. By 2008 there was still huge potential to switch modes. The number of trips that could be done by bike had increased significantly (despite having achieved a significant increase in cycling levels already) as there had been an extensive expansion of the cycle network. However the potential for using public transport, though still significant, had reduced (from 26% to 24%), possibly due to the timing of the revised commercial bus network.

⁴ Travel Behaviour Research: Final Evaluation Report; Soicaldata; April 2009

⁵ Analysis and synthesis of evidence on the effects of investment in six Cycling Demonstration Towns; Cycling England; November 2009

⁶ Based on average emissions of 207.5, CO₂ per vehicle km, from DEFRA's (2007) Guidelines to GHG Conversion Factors for Company Reporting

Problem – the use of public transport is still declining and still has a poor image in terms of reliability, availability of information at all stages of the journey, and the quality of vehicles and drivers.

The potential to reduce carbon from transport was confined to the urban area in the Sustainable Travel Demonstration Town project. Approximately 10% of Darlington's population live in rural areas, predominantly in a small number of villages, some of which have viable sustainable transport options.

Problem – Smarter choices have had little or no impact in rural areas

Darlington has committed to continue to deliver a travel behaviour programme. A new Sustainable Transport Team has been established, funded from Council resources and the Council continues to be a partner in the BAPTS European project with funding until December 2011.

Problem – budget cuts have reduced the Council's ability to deliver the Smarter Choices programme

Health and social inclusion challenges

- *Reduce health inequalities in Darlington and integrate transport into the public health agenda; and*
- *Meet the transport needs of local people, with a wide range of travel requirements, in particular for disabled people and those living in rural locations.*

There are inequalities within Darlington, with life expectancy for men living in the most deprived areas being 11 years less than those living in the least deprived areas; the corresponding figure for women is 9 years⁷.

Whilst the reasons behind these inequalities are complex, lifestyle choices linked to diet, smoking, alcohol and exercise, contribute to poor health. Local Motion achieved a 13% increase in active travel (walking, cycling and access to public transport or parked car) from 126 hours to 143 hours between 2004 and 2008. In Darlington, as a Cycling Demonstration Town, survey data showed a decrease of 3.9% in the proportion of people in Darlington classed as physically inactive: the group most at risk of premature death. Those who were 'moderately active' increased by 4.8%. There is a requirement to encourage the total population to be more active for both physical and mental wellbeing, with a greater emphasis in deprived wards in order to reduce the inequalities in health (over a long time period) and active travel has a role to play as part of that.

Problem – Public health interventions focus on increasing physical activity but there is little synergy with promoting active travel in the population.

20-25% of Darlington's population consider themselves to be disabled or to have a long-term limiting illness. This is a significant proportion of the population and issues around accessibility to services and facilities, negative impacts on health and well being and the potential economic benefits associated with a more inclusive society, have featured within the development of and consultation for the Third Local Transport Plan. This creates a diverse range of needs for the transport system to meet. Whilst research and consultation for the 3LTP highlighted some areas of good practice and improvements, such as new low floor buses on many services and a pedestrianised town centre, budget cuts have resulted in the loss of some specialist services such as Ring a Ride and commercial decisions by operators have resulted in very poor provision of accessible taxis. For many the solution is to provide assistance in using the existing transport system – easier to understand travel information; dropped kerbs or link footpaths in their local areas; more low floor buses; independent travel training (which in turn may reduce reliance on private cars)– for others it is about providing accessible transport at peak travel times.

Problem – finding solutions to travel problems that are inclusive to all

Transport challenges

- *Provide a high quality journey experience for everyone;*
- *Target funding at schemes and initiatives that are low cost, deliver value for money and/or deliver the greatest outcomes at a local level; and*
- *Maintain the highway network and transport assets, including bridges, streetlights and facilities for sustainable transport.*

Research⁸ into public satisfaction with transport in Darlington underlines that the journey experience on public transport could be much improved – bus stops, information, reliability, accessibility, driver behaviour – and this applies to buses and taxis. In contrast satisfaction with cycling is high, reflecting the investment made through the Cycling Demonstration Town project.

Problem – significant improvements can only be achieved through investment by the bus operators as well as the local authority, difficult to achieve in the current economic climate.

⁷ Health profile 2010; Source: APHO and Department of Health. © Crown Copyright 2010.

⁸ National Highways and Transport Public Satisfaction Survey 2010

Over the past 6 academic years cycling to school levels have increased from 0.9%, 104 per day, to 7.5%, almost 900 pupils a day. Despite these positive gains, statistics show that over 23% of all car journeys to school in Darlington are less than half a mile and 54% of all car journeys to school in the town are under 1 mile in length.

Problem – many of the car journeys to school are very short

Darlington has evidence that the approach it has taken to investment in both capital schemes and revenue supported Smarter Choices programmes has been not only effective but deliver good value for money. The appraisal in the Cycling Demonstration Town Evaluation Report (including Darlington) shows a cost to benefit ratio of at least 3:1 and may be as high as 6:1 if the benefits are sustained over 30 years. The Sustainable Travel Demonstration Town Evaluation (includes Darlington), by Transport for Quality of Life concludes that there is a congestion benefit to cost ratio of 4.5:1. However in order to retain these values in the long term and to increase the benefit from the investment already made (especially in the cycling network), there needs to be a continuation of the programmes.

Problem – the Local Transport Plan funding mechanism only provides capital funding.

B3. Objectives

Darlington's Third Local Transport Plan sets out 5 key outcomes:

1. Everybody is able to enjoy the Borough's prosperity by providing and maintaining a reliable, predictable, efficient and affordable transport network;
2. Everyone can play their part in reducing the impact of transport on the environment and its contribution to climate change;
3. People live long, healthy and active lives, travelling safely and making active travel choices;
4. Everyone in Darlington can maximise their life chances by being able to access services, activities and facilities; and
5. People in Darlington enjoy a positive journey experience on an attractive, clean, green and sustainable transport system.

LTP Objective	Problems to address	Package
Everybody is able to enjoy the Borough's prosperity by providing and maintaining a reliable, predictable, efficient and affordable transport network	<ul style="list-style-type: none"> • Reliance on car for cross boundary trips to work; • congestion on roads into Darlington; • Implementing Smarter Choices programmes such travel planning and individualised travel marketing activity in Darlington will not tackle the cross boundary trips from County Durham; • Potential of the Bishop Line is not being exploited; • Significant improvements can only be achieved through investment by the bus operators as well as the local authority, difficult to achieve in the current economic climate; • Dissatisfaction with Arriva customer service is not being addressed; • Bus services are not punctual. 	Darlington-Durham Connection – addressing inter-urban trips
Everyone can play their part in reducing the impact of transport on the environment and its contribution to climate change	<ul style="list-style-type: none"> • Without long-term, sustained investment in travel behaviour programmes, the gains may be quickly lost; • Smarter choices have had little or no impact in rural areas; • Budget cuts have reduced the Council's ability to deliver the Smarter Choices programme 	Local Motion – addressing short trips – rural element
People live long, healthy and active lives, travelling safely and making active travel choices	Public health interventions do not focus on increasing physical activity	Local Motion – addressing short trips – active travel in schools and the local community
Everyone in Darlington can maximise their life chances by being able to access services, activities and facilities	Finding solutions to travel problems that are inclusive to all	Local Motion – addressing short trips – meets the needs of disabled people
People in Darlington enjoy a positive journey experience on an attractive, clean, green and sustainable transport system	<ul style="list-style-type: none"> • The use of public transport is still declining and still has a poor image in terms of reliability, availability of information at all stages of the journey, and the quality of vehicles 	Communications, Information and Marketing programme

	and drivers; •The Local Transport Plan funding mechanism only provides capital funding.	
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SECTION C – The package bid

C1. Package description

Package 1 - Darlington-Durham Connection – addressing inter-urban trips

This package will seek to improve the quality of public transport between Darlington and the south west area of County Durham, so increasing patronage, in order to tackle the current vehicular traffic levels on the A167 and A68 corridors and provide sustainable travel choices to enable local people to access existing and future employment and training opportunities along these travel corridors.

Working in partnership with Arriva and Durham County Council public transport will be improved. In 2011/12 eleven **new Euro 5 buses** will be brought into service on service 5. This route operates every half hour between Darlington and Bishop Auckland on the A167 via Newton Aycliffe and Shildon. The existing Euro 5 low floor buses from Service 5 will be transferred to service 7, operating every 15 minutes on A167 between Darlington and Durham via Newton Aycliffe and Ferryhill. This will improve the vehicle standard, lower the emissions and improve accessibility to these services. Arriva will fund this £1.76m investment

The **route of Service 1**, operating half hourly from Darlington to Crook via Shildon and Bishop Auckland, will be extended within Darlington to serve Lingfield Point (mixed use commercial/residential sustainable development) and Darlington College/Teesside University (for the start of the Autumn term and the opening of the new University building). This will require declining revenue support (£174,000) and an additional vehicle, which Arriva will provide at a cost of £136,000. This bid also seeks funding to enable Arriva to invest in hybrid double-decker vehicles rather than diesel vehicles, lowering the carbon emissions (£416,000). Marchday Group plc, owners of the Lingfield Point site, will fund bus stops within their site. The Council will invest £30,000 improving access from a residential housing area to the bus route.

Bus priority measures are being funded as part of the Tees Valley Bus Network Improvement (TVBNI) programme. This includes a new junction on North Road (£2.717m), extended bus lane and improvements to passenger waiting facilities. It also includes the provision of real time information displays in the town centre. This bid includes funding valued at £56,000 which will accelerate the delivery of real time at bus stops along the A167 and A68 corridors, as part of the Council's capital investment programme.

Bus driver training has been identified as a key requirement to improve the quality of the journey experience. In addition to the Certificate of Professional Competence one day compulsory training that all drivers receive each year, this package will fund additional customer care training, primarily for the drivers rostered to the services operating within this package. This will include additional disability awareness training.

New ticket machines have been installed on all buses operating from the Darlington depot and concessionary bus passes have been issued in Darlington (valid from 1 April 2011) which are smart cards. Once the HOPS system is operational, smart cards will be operational in Darlington. A feasibility study will be undertaken in 2011/12 to develop a smart card based commercial ticket to encourage travel along the corridor. The aim will be to include rail travel in partnership with Northern Rail. Funding is requested for the study (£10,000 plus a contribution from Durham County Council). Match funding worth £118,000 is in place for the technical infrastructure.

Two **Travel Rangers** will be employed to travel on bus services 1, 5 and 7, providing assistance and advice to passengers, collating comments and feeding them back to Arriva, and identifying any operational issues that need to be dealt with by the highway authority (e.g. unlawful parking in bus stops). They will be based in the Travel Hub in Bishop Auckland. Funding for one of these posts is requested (£128,000); the other will be funded by Durham County Council.

Arriva, Durham County Council and Darlington Borough Council will all sign a **Memorandum of Understanding** for the services operating on these two key corridors to ensure a high quality, reliable service is provided.

The Bishop Line was designated as a Community Rail Service in January 2011. It provides a quick, convenient service between Darlington (Bank Top East Coast Main Line station) and Bishop Auckland via North Road (Darlington urban station on A167), Heighington (adjacent to Hitachi development), Newton Aycliffe (adjacent to Newton Aycliffe Business Park) and Shildon (adjacent to Locomotion

National Railway Museum). It is hoped that the service frequency will increase as part of the franchise award in 2013. In the meantime there is scope to increase patronage through a package of measures, set out below.

Station enhancements at North Road and Bank Top stations will include better signs, seating, improved security and cycle parking (match funding worth £75,900). A feasibility study for a new fully accessible platform at North Road will be commissioned in year 1 of the bid programme.

A pilot project on the Esk Valley line to provide **real time information** using GPS technology on board trains and real time displays on stations will be evaluated. This bid seeks funding valued at £83,000 for this technology to be rolled out along the Bishop Line, particularly important when services are infrequent. The funding will be on a shared basis with Durham County Council.

The Two Travel Rangers will also be employed to travel on the Bishop Line, providing assistance and advice to passengers, collating comments and feeding them back to Northern.

Darlington's **cycle network** comprises 7 radial routes from the edge of the urban area into the town centre, including alongside the A167 and A68. The final missing link on the North Road route will be completed in 2011/12 (£220,000 from Third Local Transport Plan). The next stage will be to extend this route from Darlington to the existing cycle route in County Durham to provide a continuous route to Newton Aycliffe. An initial design has been completed and detailed design will be undertaken in 2011/12 followed by implementation in 2012/13 at a budget cost of £265,000 from this bid.

All of these improvements will be supported by package 3, providing enhanced **information and marketing** of the services through a variety of means including Individualised Travel Marketing.

In addition those who are commuting to employment sites will be targeted through the development of travel plans. It is proposed that an **iTRACE Travel Plan Monitoring System** is procured and operated jointly with Durham County Council and an Agreement developed to permit each authority access to information and data. iTRACE is an internet-based software suite designed to monitor the performance of sustainable travel and smarter choices and offers a range of administrative tools to help with management, surveying, reporting, customer relationship management and mapping of travel plan sites. Annual surveys will reveal the effectiveness of the initiative in terms of modal shift and changes in CO₂ emissions. It will allow Durham and Darlington to share a standard method over a large area and inform the ongoing implementation of transport improvements.

Package 2 - Local Motion – addressing short trips



The Sustainable Travel and Cycling Demonstration Town projects provided an exemplar to achieving a modal shift for short trips through changing travel behaviour. Combining a number of tools - infrastructure, information, training, marketing, incentives – into a package, targeted at a specific group of people, enabled us to achieve significant increase in sustainable transport. The package for schools demonstrates the approach taken, which we aim to continue with other groups based in the community.

In terms of infrastructure the bus service will be enhanced through the expenditure of £120,000 by

Arriva for refurbished, **low floor buses on services 2 and 11**. This will result in all urban area bus routes operating as low floor, accessible services. Arriva will also pilot a Low Floor Guarantee scheme, so if a disabled person is unable to access a bus, if for example the wheelchair space is already taken, then they will provide an accessible taxi instead. A number of improvements to the **layout and operation of the town centre** bus stops will be implemented together with real time information displays (£240,000 from 3LTP) to improve interchange between services. Bus priority measures are being implemented as part of the Tees Valley Bus Network Improvement project and a Smarter Choices programme (valued at £209,000) to increase the use of buses across the Tees Valley will be delivered, with some benefits in Darlington.

As well as the Bishop Line, Darlington is also the gateway to the Tees Valley rail line to Saltburn via Thornaby, Middlesbrough and Redcar. The Metro scheme will provide major **improvements to Dinsdale Station** in Middleton St George, providing a more pleasant, safe customer waiting environment with good quality information and interchange with bus services and cycle parking. The EUREKA rail service programme in May 2011 will increase **rail service frequency** to half hourly at peak and in December 2012 to half hourly all day. This will ensure that Darlington residents have a high

quality, high frequency service to other employment and training opportunities in the Tees Valley as well as providing an excellent service enabling those in the Tees Valley to interchange at Bank Top Station in Darlington for East Coast Main Line services to London, Leeds and Edinburgh.

The cycle network has been extended across the urban area over the last 5 years. Although there are still a number of improvements that can be made to ensure that routes are continuous, the focus will move to **marketing cycling** as a real alternative to using the car for short trips. We have already had success in increasing the levels of cycling to school and amongst women. We will continue to focus on these groups but also develop programmes to encourage older people, those living in rural areas and families to take up cycling. These will be embedded in the community and developed around the cycle routes, using schools and other community facilities as hubs.

The delivery of **electric vehicle charging points** will be accelerated through the use of bid funding (£90,000) so that an additional 10 posts can be installed during the bid period, with the use of £150,000 match funding.

In terms of information, training, marketing and incentives, this bid looks at different groups of people, with specific packages of activity and support as follows:

Schools

All Schools now have a School Travel Plan. The next stage is for all schools to work towards Modeshift Accreditation. (Darlington is supporting Modeshift in its separate thematic LSTF bid).

In primary schools the highly successful Medal Motion campaign is being revised, and will be re-launched as Mega Motion, motivating and rewarding children to travel sustainably in a £80,000 programme. The bid also includes funding for £209,000 for a Bike IT officer to work intensively in schools providing opportunities to learn new skills in maintenance and riding as well as competitive challenges between the schools. To provide young people with the necessary skills and parents the reassurance to allow their children to travel safely, independently as well as sustainably, pedestrian and Level 2 Bikeability training will be offered to all primary children (programme worth £148,000 funded by the Council). This will be locked in through the provision using LTP funding (£325,500) of Safer Routes to School and school 20 mph zones where required and cycle parking on school sites. In addition, the bid includes the sum of £167,000 for pedestrian training in schools.

In secondary schools, Level 3 Bikeability will be offered and further work by the Bike It Officer, working on projects such as Beauty and the Bike in partnership with Body Shop.

There will be a renewed focus on transition between primary and secondary with a focus on safe independent travel, including walking and cycling, but also how to use the rail and bus services. Schools adjacent to the Bishop Line will be given the opportunity to travel by train with financial support from Northern Rail and the rail museums in Darlington and Shildon. The bid includes a budget of £36,000 for this work.

The KS4 Engagement Team and Youth Offending Team will work with CTC to establish the 'Spokes Hub' offering cycle maintenance, playground cycle skills and recycling of bikes for use by the community in partnership with Durham Police. The aim is to establish itself as a social enterprise to ensure long term sustainability, working with similar projects in York and Southend.

Community

Local Motion encouraged, through community guides (booklets full of information on the services and facilities available in the local area) to travel locally and sustainably and support very local businesses and organisations. This idea has become the focus both local and national policy, to provide more local access to services provided by a myriad of organisations and well as enabling local people to have more control over what happens in their local area. The bid includes a budget of £35,000 for this work.

We will also work with Living Streets to undertake community audits to identify how we can encourage more people to walk and cycle and use the bus in their local area. Living Streets will train members of the community to lead the audits making it sustainable in the longer term. Whilst some of the environmental improvements can be delivered by the community themselves e.g. litter picks or vegetation management, a fund will be available for more significant physical improvements such as dropped kerbs, new link footpaths, seating or signs (£122,000).

The Public Health and Sports Development teams will work together in the community to help people get started walking or cycling, identifying other voluntary and community organisations that can assist such as Age UK or MIND. They will specifically set up 'Bike:in Darlington' using the successful 'Run: in Darlington' model. This will be targeted at specific groups as identified by the community such as women, families, silver bikers and those with health problems.

Disabled people

This bid has endeavoured throughout to meet the needs of disabled people through:
Involvement in community audits, to identify specific issues for disabled people as well as get disabled people involved in local walking and cycling groups, as well as using public transport more;
Independent travel training for children at transition from primary to secondary;
Provision of low floor accessible buses on all urban bus services and the low floor guarantee scheme;
Additional customer care training for bus drivers including an element of disability awareness training;
and
Darlington Association on Disability and disabled people will be consulted on the design of information and marketing materials.

However one of the main issues is the lack of accessible taxis in Darlington. There will be a two pronged approach to this – the first is a review of taxi licensing where there is an impact on disabled people – and secondly a small scale pilot of an accessible taxi service, designed by disabled people and commissioned by the voluntary and community sector. Both Evolution and Darlington Association on Disability wish to work as partners on this project, bringing their considerable expertise. The business case will be developed in the basis of the service becoming self sustaining before the end of the LSTF project funding. In total, the sum of £85,400 is requested to support this work.

Rural

The Borough of Darlington has a number of villages and hamlets that have not previously benefitted from the sustainable travel demonstration town project (due to the grant conditions). However there is potential within these villages to increase the use of sustainable travel both for very short trips and journeys to local towns including Darlington. There may also be options to reduce the distance of or need to travel through the provision of services and facilities at a more local level.

Example – Middleton St George (MSG) – population 4,325

Dinsdale Station is at the heart of the village. Patronage at the station has increased by 15% from 17,267 in 2009/10 to 19,926⁹ in 2010/11. In 2011 a new timetable will increase the frequency to half hourly at peak and hourly during the day. This will increase again to half hourly all day by December 2012. Station improvements including improved passenger waiting facilities and interchange with the bus services are planned for 2012, funded from the Metro project (£177,800). This will be marketed to local people through the ITM programme and community based activities, particularly for journeys to the Tees Valley to the east and into Darlington both as a destination but also for onwards travel on the Bishop and East Coast Main Lines.

In addition community audits will be undertaken. Living Streets will work with local community groups including young people at the local school to identify small scale improvements to encourage more people to walk and cycle within the village. This may include street lighting, dropped kerbs, cycle parking or cycle signs.

MSG is also linked to Darlington by a cycle route which utilises a bridleway from the village to the urban fringe at the A66 (1.2 miles). Once over the bridge the route passes Lingfield Point (mixed use development currently comprising 40 companies and 2000 employees), Darlington College and Teesside University before reaching the town centre (2.4 miles). There is opportunity to encourage more local people to become more active.

Darlington has received £18,550 from Government to support community transport in rural areas and is proposing to use this grant and associated consultancy advice to develop proposals for rural villages. The bid programme would be able to maximise the potential of any proposals through individualised travel marketing and other actions.

Further and Higher Education

Darlington has 3 further education colleges and the Darlington campus of Teesside University. Darlington and Durham County Council are supporting Sustrans in their Sustainable Access to Education thematic bid for an officer to work specifically with these institutions and a further 4 colleges in Durham. This will enable these organisations to benefit from very specific support in the same way that the Bike It Officer has worked in the schools sector. In addition the university has requested a link into the car park messaging system so that cars can be directed away from their site, reducing carbon emission from circulating traffic, and a walking/cycling link to improve access to their new cycle storage.

Package 3 - Communications, Information and Marketing programme

⁹ Comparison based on first 12 periods for each year as period 13 data not yet available for 2010/11.

Local Motion is a tried and tested **brand** that has high recall amongst local people. The brand requires a refresh, in particular for the joint working with Durham and the marketing of the quality public transport corridor, as well as determining how the brand will work with other developments such as the Tees Valley Bus Network Improvement project brand - £20,000 funding requested.

The bid will need to fund a **Communications Officer** to project manage all elements of the Communications, Information and Marketing programme. We would also like to offer a modern apprenticeship to a local person who wishes to develop a career in this field (total £129,000 requested).

The marketing programme will include different media opportunities, focusing on those areas that proved to be the most effective in the last 5 years. This will include local radio, newspaper, website, events and bus advertising worth £576,000.

Communications – the **individualised travel marketing (ITM)** programme will start with the Whinfield pilot project in June 2011 as a ‘value for money’ version of the previous ITM approach that has been used successfully in Darlington. The pilot project is match funded and is worth £25,000. This approach will be rolled out to a village in September 2011 and then a rolling programme of ITM valued at £375,000 will then target the entire Borough over the following 3 years, targeted to maximise the value of other transport improvements such as infrastructure improvements, service improvements or the development of new destinations such as housing or employment sites.

Access to information at all stages of the journey remains a key element of encouraging people to travel sustainably. Research¹⁰ has shown that a balance needs to be achieved in how information is provided and we will therefore use a combination of printed materials, interactive information hubs, real time information, mobile technology and social networking. The key is to ensure that those making a journey are able to access the information in the most appropriate way for them, recognising the needs of different people including disabled people. The role of the communications and marketing campaigns will be to either provide the information there and then or signpost people to the information for example to the existing m-ticketing product from Arriva, enabling people to buy and download their tickets to their mobile phone.

We are keen to develop applications for mobile phone and use Twitter to communicate messages and have costed our proposals at £70,000 across the bid term.

Package 4 - Monitoring and evaluation

As part of the sustainable travel demonstration town project extensive monitoring and evaluation was undertaken in 2004 and 2008. This enabled baseline evidence to be collated and used to set the targets and evaluate outcomes for the project. This bid will fund additional **travel behaviour survey** in 2011 and 2014, extending the survey to the rural areas (£280,000). This may be jointly procured with Durham County Council to achieve increased value for money. This will enable longer term trend analysis to be commissioned for the Department to use on a national basis.

Whilst much of the monitoring for travel and transport is already in place, additional surveys will be required to evaluate the success of elements of the project, in particular value for money (£52,000 requested and £68,000 match funding in place).

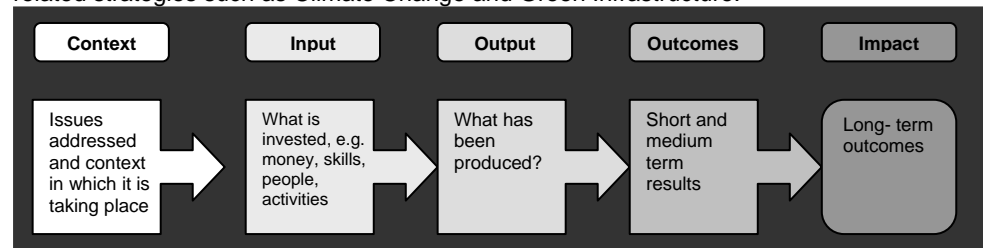
C2. Package costs

Scheme element 1	£K	2011-12	2012-13	2013-14	2014-15	Total
Inter Urban trips	Revenue	152	114	81	69	416
	Capital	56	800			856
Scheme element 2	£K	2011-12	2012-13	2013-14	2014-15	Total
Short Trips	Revenue	226	273	248	224	971
	Capital	30	155	55	30	270
Scheme element 3	£K	2011-12	2012-13	2013-14	2014-15	Total
Marketing	Revenue	150	337	343	282	1112
	Capital	39	80			119
Scheme element 4	£K	2011-12	2012-13	2013-14	2014-15	Total
Monitoring	Revenue	152	12	13	155	332
	Capital					0
Scheme element 5	£K	2011-12	2012-13	2013-14	2014-15	Total
	Revenue					0
	Capital					0
GRAND TOTAL						4076

C3. Rationale and strategic fit

¹⁰ Cycling survey, Slough; Atkins; 2011; how would people prefer to receive information on cycling? 33% website, 20% by post, 16% by hand whilst out and about, 15% self select at library or bike shop.

Applying logic mapping, the proposed packages can be clearly mapped to the challenges that Darlington faces and the outcomes that we are trying to achieve through out transport strategy as set out in the Third Local Transport Plan and Local Development Framework Core Strategy, as well as in related strategies such as Climate Change and Green Infrastructure.



Context	Input	Output	Outcomes (LTP Objective)	Impact
<i>Support economic growth in Darlington without creating adverse traffic conditions</i>	Land use planning policies; Traffic management policies	Sustainable development	1. Everybody is able to enjoy the Borough's prosperity by providing and maintaining a reliable, predictable, efficient and affordable transport network	Economic growth
<i>Exploit Darlington's economic advantage as the 'gateway' to the wider national road, rail and air transport network for passengers and freight</i>	Investment in rail and bus services; Strategic land use planning and economic strategy	Sustainable travel to main line rail stations and airport (via Dinsdale Station)	1.	Economic growth
<i>Improve access to employment opportunities within the Borough and in neighbouring areas, in particular for those without access to a private car</i>	Investment in sustainable travel options; Information and communications strategy; Partnership with Durham County Council, Arriva and Northern Rail	Coherent approach to planning and marketing public transport to employment and training sites	1. 4. Everyone in Darlington can maximise their life chances by being able to access services, activities and facilities	Economic growth Social inclusion
<i>Reduce CO2 emissions from travel</i>	Investment in low carbon vehicles; Activities to promote sustainable transport in schools, communities and workplaces	Reduction in car driver trips for short and medium trips	2. Everyone can play their part in reducing the impact of transport on the environment and its contribution to climate change	Cutting carbon
<i>Continue the successful implementation of Smarter Choices and travel behaviour programmes</i>	Skills and experience of Local Motion team;	Long term travel behaviour change	2. 5. People in Darlington enjoy a positive journey experience on an attractive, clean, green and sustainable transport system	Cutting carbon Social inclusion and health
<i>Reduce health inequalities in Darlington and integrate transport into the public health agenda</i>	Skills and expertise from the Public Health team; Streamlining activities in health and travel;	Coordinated and value for money package of measures to increase active travel, with associated health benefits	3. People live long, healthy and active lives, travelling safely and making active travel choices	Social inclusion and health
<i>Meet the transport needs of local people, with a wide range of travel requirements, in particular for disabled people and</i>	Skills and expertise at Darlington Association on Disability, eVOLution and Tees Valley Rural Community Council	A transport system that is more inclusive, promoting social inclusion and community cohesion	1,4	Social inclusion and health

<i>those living in rural locations</i>				
<i>Provide a high quality journey experience for everyone</i>	Bus driver training – skills; Investment in vehicles and information; Community involvement to improve local areas	A positive perception of sustainable travel options	2, 5	Carbon reduction
<i>Target funding at schemes and initiatives that are low cost, deliver value for money and/or deliver the greatest outcomes at a local level</i>	Input from Third sector; Partnership working; Local knowledge;	Community based and led initiatives	1, 2, 3, 4, 5	Value for money
<i>Maintain the highway network and transport assets, including bridges, streetlights and facilities for sustainable transport</i>	Policies set out in 3LTP;	Improved journey experience for all;	1, 2, 5	Value for money Carbon reduction

C4. Community support

Letters of support have been received from the following:

- **Darlington Partnership** – Local Strategic Partnership, comprising private, public and voluntary and community sector organisations. The Partnership will provide guidance and support in delivering the project, particularly identifying opportunities to capitalise on other funding and investment in the private sector supporting sustainable development.
- **Darlington Association on Disability** – providing guidance and support on the development of a user led, community based accessible taxi service, as well as advice on the implementation of other packages to ensure that the needs of disabled people are considered.
- **eVOLution** – the infrastructure organisation for the Third Sector, will seek to deliver the accessible taxi solution as well as provide a conduit to community based community and voluntary sector organisations to work on the community based activities, such as audits and the development of health related walking and cycling activities.
- **Arriva North East** – the only bus company operating commercially in Darlington, has made significant commitments to investment in Darlington and County Durham as part of this bid. A Memorandum of Understanding will be signed to formalise the investment and standards of service.
- **Northern Rail** – operates rail services on the Bishop Line and Saltburn Line and will continue to support the Community Rail Partnership; and work in partnership to deliver the improvements to the services and passenger waiting environments.
- **Bishop Line Community Rail Partnership** – the Bishop Line was designated as a Community Rail Service in January 2011 by the Transport Minister. The Partnership will seek to deliver improvements for passengers and will implement some of the improvements identified in this bid in collaboration with the Council.
- **Living Streets**, national charity that stands up for pedestrians. Will support the delivery of interventions which provide access to public transport and local services by improving the walking environment and helping create safe, attractive, enjoyable streets where people want to walk.
- **Sustrans** – sustainable transport charity, will work with Darlington on the delivery of Bike It in local schools. Darlington is supporting Sustrans Access to Education Thematic bid to secure additional resource to work specifically in further and higher education in Darlington.
- **NHS County Durham and Darlington** – the PCT will continue to invest in physical activity/active travel programmes and work with the Council to deliver physical activity/active travel messages to the local population. The Director of Public Health will also look at issues such as joint commissioning and pooled budgets to obtain increased health gain.
- **Teesside University** – its purpose built facility opens in September 2011 and will work in collaboration with the Council and its other partners to 'lock in' the sustainable travel options that have been developed as part of its travel plan and car park management plan.
- **Carmel RC College** – has worked with the Council to promote cycling, particularly amongst girls and wishes to continue and develop the work further.
- **Tees Valley Rural Community Council** – charity working with rural communities – will use their network of rural community contacts to support community engagement in identifying problems and developing sustainable transport solutions to solve them. They will offer staff time to support the development of the project and would encourage the contribution of a significant number of voluntary hours of support.

- **Association of Parish Councils and Meetings** – local councillors representing the rural part of the Borough – are keen to see travel behaviour change programmes in rural areas having seen the major benefits in the urban area of Darlington; will support the delivery of the project in the rural communities.
- **High Coniscliffe Primary School** – a rural primary school which has achieved Sustainable Level accreditation in 2010. Despite the barriers associated with its rural location the school wants to work with the sustainable transport team to maximise the opportunities for sustainable travel to school and in the wider community.
- **Nacro Services North** – a charity that works with young people at risk of getting caught up in crime and with offenders to help them participate positively in society, thus reducing crime by changing lives. Will support the practical delivery of improvements identified in community street audits, building on their experience of working with the Council on delivering its public rights of way services, including pruning, oath clearance, signage and minor repairs.
- **Groundwork North East** – charity with vast experience of working on community projects, particularly focussed on improving the physical landscape to encourage play, active travel and access to green spaces.
- **Marchday Group plc** – developer of Lingfield Point, a mixed use development on a brownfield site comprising the reuse of existing buildings (currently housing 40 organisations and employing ~2000 people), with house building starting in 2011. The company is working with the Council and Arriva to provide a bus service (service 1) onto the site, as well continuing to support other sustainable travel initiatives, and reducing the need to travel by bringing services onto the site (e.g. a bank cash machine, café, fitness activities).
- **Darlington Youth Offending Service** – will operate a cycling project as part of its reparation process to provide new skills and knowledge and promoting fitness.
- **The Bridge** (KS4 Engagement Centre) – Using cycling as a means of engaging young people, delivering maintenance and training into primary schools and providing bike maintenance to other community groups.
- **CTC Bike Club Officer** – provides support to a number of local bike club projects including the joint initiative between the Youth Offending Team and the Bridge.
- **Modeshift** – will work in partnership to deliver an accreditation scheme in Darlington and Darlington is a partner in Modeshift's thematic bid.

SECTION D – Value for money

D1. Outcomes and value for money

The packages of measures have been selected to deliver against the key outcomes of supporting the economy and reducing carbon emissions, as well as contributing to improving health and social inclusion, as identified in section C3.

Value for money - Our involvement in the sustainable travel and cycling demonstration town projects have enabled us to develop a package of measures that we know are effective, value for money and achieve the outcomes. New opportunities to further reduce the cost of packages have been identified e.g. working with Durham County Council and Arriva to share the costs, procurement and responsibilities to deliver enhanced public transport; significant involvement of the Third sector in delivering proposals on the ground; utilising technology to reduce the cost of providing information; better integration of physical infrastructure and service improvements with the marketing programmes; and re-engineering projects to reduce overheads and staff costs such as bringing the delivery of the ITM programme in house.

Carbon reduction - Evaluation¹¹ of the sustainable travel demonstration town project identified that there was a 7.1% reduction in the distance driven per person, saving 247km p.a., a saving of 50.1kg per person p.a. (4,293 tonnes by all residents). There was a greater carbon saving on longer trips. Therefore whilst package 2 will focus on short trips (with more opportunity to switch to more active travel modes), there will be a new focus on longer trips into County Durham, switching to public transport (and with investment in lower carbon emission vehicles) in particular for work, but also leisure and shopping.

Package 1- Inter-urban trips

Output	Outcome	Benefits
Extension of service 1 & investment in new hybrid vehicles; newer euro 5 vehicles on service 5	Improving access to employment and training; reducing carbon emissions	Increase bus patronage - 2.5% increase in bus patronage across all services; 5% increase across services 1, 5 & 7
Enhancements to rail stations and rail services	Improving access to employment and other facilities	Increase rail patronage - 3% increase in rail patronage across all stations
Travel Rangers; bus driver training; improved information; smart ticketing	Improving the journey experience	Improve customer satisfaction with public transport (Arriva survey) across a broad range of indicators

¹¹ The Effects of Smarter Choices Programmes in the Sustainable Travel Towns; Transport for Quality of Life, TRL, University of Aberdeen, AEA & UWE; June 2010

i-TRACE travel planning tool	Increasing sustainable travel to employment	Modal shift for travel to work; to reduce car driver trips for work (50% for women and 65% for men in 2008)
Package 2 - short trips in Darlington		
Output	Outcome	Benefits
School – package of measures including Bike It, Bikeability, Safer Routes to School, pedestrian training; independent travel training	Increase levels of sustainable travel to school, reducing carbon and promoting more active lifestyles	Target is to retain travel to secondary school by sustainable modes at 84% (against a background of reduced support for home to school transport) Target to increase sustainable travel to school to 65%. To maintain good road safety record for young people (KSI 3 in 2010; 32 slights in 2010)
Rural – package of measures to improve sustainable travel including improvements to rail stations and services; ITM; improved information; local audits; community transport	Improve access to employment; support local businesses; reduce carbon impact; increase active travel	Reduce short car trips in rural locations – target to be set once baseline established in travel behaviour research; Social inclusion; Improved safety- actual and perceived – community survey
Community based activities including audits and associated improvements; activities to promote active travel	Focus on increasing walking in the local area	In 2008 29% of all trips were on foot – aim to increase this by a further 2%. Physical activity – monitored through Sport England annual survey Additional evidence from local health data
Disabled people	Accessible taxi service; Aims to be carbon neutral	Provide an accessible vehicle all day; Although generates trips, these will replace other trips by either other people providing transport or delivery of services to the person; Greater independence, dignity and social inclusion;
Package 3- Marketing, Communications and Information		
Output	Outcome	Benefits
Individualised Travel Marketing	Opportunity to achieve modal shift	Can identify barriers to switching mode; address issues for disabled people; address concerns regarding safety; opportunity to add additional messages relating to health, climate change, economic benefits etc.
Information	Improved journey experience	Meeting the needs of disabled people; safety
Marketing and Communications	Build on the strong Local Motion brand	Brand is already developed – can exploit and develop with County Durham
Package 4- monitoring and evaluation		
Output	Outcome	Benefits
Travel behaviour research	Baseline data at the start and end of the bid period	Ongoing long term trend data 2004-2014
<p>Quantifiable Benefits Some of the initiatives can be quantified: e.g. Bike It – costs approximately £65k including materials In 2009/10 academic year the Darlington Bike It Officer provided 300 activities to 15,648 pupils, 820 staff and 515 parents – a cost per person of £3.82 or per child of £4.15. The impact on the numbers cycling to school is also impressive, increasing from 6% to 11% for children cycling everyday, 13% to 22% of those cycling once or twice per week and the numbers who never cycled reduced from 62% to 43%.</p> <p>Non-quantifiable benefits Perceptions of safety are difficult to quantify but have a significant part to play in the travel choices that people make. This is true across a wide range of situations – personal safety on public transport; the journey to school; cycling on local roads – and may have other impacts such as reduced physical activity and social isolation.</p>		

D2. Financial sustainability

The Council recognises that encouraging sustainable travel is essential to the full realisation of the outcomes set out in the Community Strategy 'One Darlington: Perfectly Placed'. Experience from the delivery of the pilot sustainable travel demonstration town project has shown that attitudes towards sustainable travel can be positively changed, leading to a situation whereby initiatives are either financially self supporting or have more justification for support.

The interventions set out in the four work packages are designed to fit within 3 categories:

1. Time limited interventions to nudge travel behaviour and achieve the bid outcomes, such as radio and newspaper campaigns to support the implementation of the bid.
2. Interventions that will be continued beyond the bid term if they are successful and still required through analysis of the evidence. The work in schools best illustrates this category. The Medal Motion

campaign originated in the pilot project period and has been continually funded thereafter, evolving to fit the changing needs of schools and young people according to the evidence. It is proposed that the replacement Mega Motion campaign set out in this bid will similarly be continued after summer 2015.

3. Interventions that are funded on a permanent basis, again with the caveat of being justifiable according to the evidence. An example in this category is the provision of an enhanced service 1 with hybrid buses by Arriva North East and the maintenance of sustainable travel infrastructure through the Council's Asset Management Plan.

The Council is committed to continuing to fund the team that successfully delivered the Sustainable Travel and Cycling Demonstration Town projects, and this has been formalised in the new structure. The delivery of the Third Local Transport Plan is predicated upon the continued delivery of sustainable travel initiatives, either from Council resources or from other sources. The Council is currently a partner in a European Union Interreg project and is preparing a second funding application in October 2011.

The involvement of organisations such as Arriva and eVOLution is critical to the exit strategy, since the Council's business model increasingly looks to the community and private sector to work with it in achieving the desired outcomes. The Reference Group is seen as an important part in continually developing the Council's relationship with its partners to ensure the continuity of successful bid interventions. The business model that will be developed for the accessible taxi service will be predicated on the need for the service to be self sustaining financially and will therefore operate as a pilot for 2 years, with tapered funding.

Some of the changes that are required for rail services are linked to the award of new rail franchises in 2013. A key role for the Reference Group is to develop the evidence base, and support the Community Rail partnership and others in the lobbying to inform the franchise process.

Darlington will also learn from Southend Borough Council, one of the partners in the Interreg project, in particular around developing a community based social enterprise to support walking and cycling. This will enable the Youth Offending Team and Pupil Referral Unit to develop a sustainable cycling hub in Darlington, with support and involvement from other organisations, with tapered levels of funding from the bid.

The Local Development Framework and other associated planning documents will provide the mechanisms going forward to provide ongoing funding for sustainable travel and promoting travel behaviour change programmes. The Transport Area Action Plans¹² set out transport improvements required as a result of taking forward commercial and housing developments. Around £10m will be invested during a 15 year period to mitigate the impacts of these developments on the highway network and to develop and promote sustainable travel options.

SECTION E – Deliverability

E1. Implementation

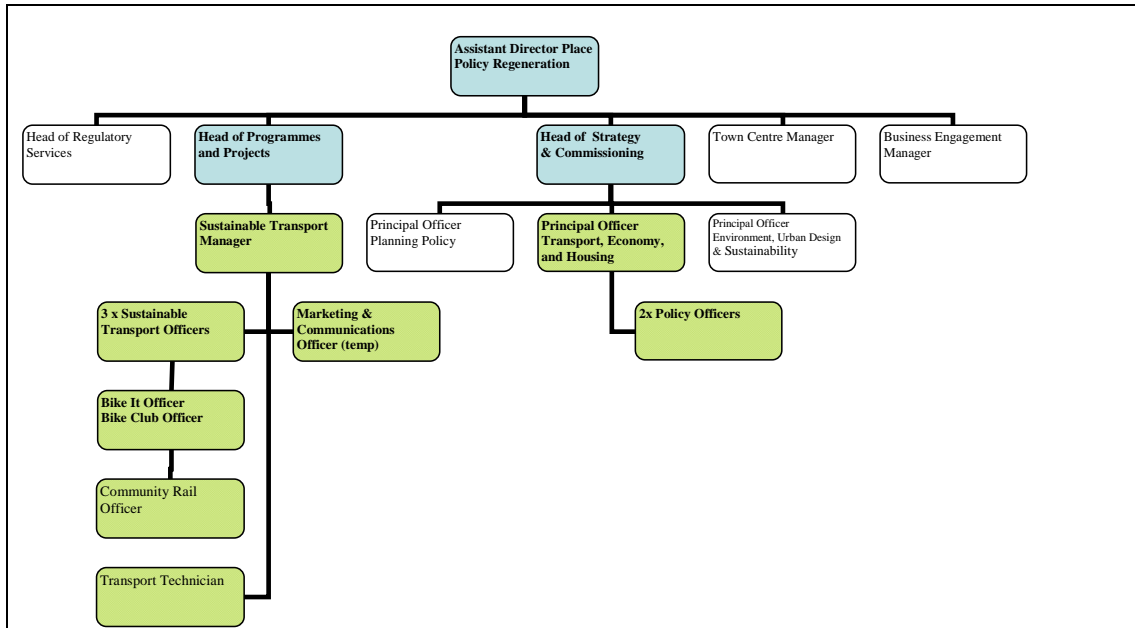
As part of Darlington Borough Council's transformation and restructuring programme (wef 1st May 2011) a Sustainable Transport Team will be created. The vast knowledge and experience of the staff involved in both the Sustainable Travel and Cycling Demonstration Town projects will be retained. They will work alongside a new team with responsibility for policy for transport, housing and economy ensuring a joined up approach to sustainable development and economic regeneration. (See diagram on next page).

In 2009/10 a new capital project management system was implemented and a Programme Control Officer employed. This has ensured that the Local Transport Plan and Cycling Demonstration Town capital programmes have been implemented on time and to budget. The Project Board has responsibility for making decisions on the programme and budget and these recorded through an Issues Changes and Actions Log and risks are managed through an associated Risk Log. The Programme Control Officer has ensured that the revenue money associated with CDT and ERDF has been spent in line with grant conditions, claims have been submitted on time and audit procedures have been followed. He will continue with this responsibility in the wider Projects and Programmes Team.

The implementation of the LSTF funded programme will utilise these existing procedures. In addition a Reference Group will be established to steer the programme (This was used successfully in the STDT project). This will include all the partner organisations including transport operators, private, community and voluntary sector organisations, Councillor with the Transport Portfolio, Director of Public Health and representatives from Durham County Council and Tees Valley Unlimited.

The Reference Group will report to the Economy and Environment Scrutiny Committee, Cabinet and Local Enterprise Partnership Board as appropriate.

¹² Darlington Local Development Framework Transport Area Action Plans Final Report; ARUP; July 2010



E2. Output milestones

The key outputs are outlined in the table below. Many of the initiatives will be developed in year 1 and rolled out over the 4 years of the project. For instance the 'value for money' Individualised Travel Marketing programme will be piloted in both an urban and rural environment in year 1 and then rolled out over the following years based on the ongoing analysis of evidence and to maximise the return on investments made in infrastructure and service enhancements as part of this and other programmes (TVBNI, LTP3, BAPTS).

Package	2011/12	2012/13
Package 1 – Inter Urban Trips	MOU developed for Darlington and South West Durham	
	iTrace travel planning software implemented for Workplace Travel Plans	
	extension to bus service 1 and easy access buses for service 5	Upgrade bus service 1 to hybrid vehicles
	Bus stop created at Lingfield Point	DETC bus stop created for Red Hall
	Implementation of smart ticketing on bus services for concessionary travel; Smart ticketing feasibility study for combined bus and rail travel	
	Installation of real time	Bus lane and bus priority measures on North Road
	Travel Rangers employed for public transport services	
	Darlington Bank Top Station secure cycle parking installed; improvements at North Road Station	
	Initiate feasibility study for new station access at North Road Station with Network Rail	
	John Street cycle route installed	North Road cycle route installed
Package 2 – Short trips within Darlington	New Mega Motion campaign devised and rolled out to all Primary Schools	Primary to Secondary school transition programme developed for annual delivery
	Bikelt Officer working in primary and secondary schools	Sustainable infrastructure installed at Teesside University
	Bikeability level 3 offer opened to all secondary schools and adults (subject to grant for Bikeability level 2 training)	
	Spokes Hub project launched	
	Run: in Darlington launched	
	Pedestrian training offer opened up to all schools	
	Feasibility study for accessible transport	Roll out of 2 year accessible transport project
	Community audit programme established with Living Streets and other partners	Locality guides developed
	Installation of electric vehicle charging	Dinsdale Station improvements to be completed

	points	
	Refurbished buses for services 2 & 11	
Package 3 – Marketing, Communication and Information	Local Motion brand refreshed	
	Media campaigns including radio, newspaper, bus advertising	
	Website redeveloped	
	Events	
	ITM pilot conducted in Whinfield(urban) and Middleton St George (rural)	ITM programme rolled out across the Borough
	WiFi & Twitter communications explored and established	
	Printed materials	
	Town centre information hubs established	Interactive information hub terminals installed across the town
	Sustainable travel Apps created for mobile phone use	Sustainable travel apps hosted by relevant site as required
Package 4 – Monitoring and Evaluation	Baseline travel behaviour survey conducted and repeated in 2014	

E3. Summary of key risks

There are a number of key risks which will need to be managed during the project:

Risk to delivery	Measures to manage risk
Negative media coverage	To arrange regular briefing sessions with the local newspaper to keep the editorial team informed.
Content of and delay to the award of the rail franchise	The Community Rail Partnership will lobby the DfT to achieve the best rail franchise for local people. Further evidence will be collected on current and potential use of the service.
Commercial decisions by bus operators	A Memorandum of Understanding will be signed between Darlington Council, Durham Council and Arriva North East plc to work in partnership to build strong patronage for commercial services, reducing the need to cut or reduce services.
Capacity of the voluntary sector	Darlington Borough Council will work in partnership with Evolution, the infrastructure organisation for the Third Sector, to develop and build further capacity, in particular to help local communities support disabled people and those living in rural areas.
Change in political landscape	Continue to brief and involve the Cabinet Member for Highways and Transport, as well provide regular briefings for other members through Scrutiny Committees and the Local Strategic Partnership Theme Groups.
Complications associated with capital project delivery including the outcome of public consultation	Utilise the capital project management system and involve local people in public consultation at an early stage.

A Risk Log is used to record the risks associated with the transport capital programme and this will be extended to include the revenue elements. It identifies an owner and timescale to manage each risk. Measures to minimise and mitigate risks will be agreed by the Reference Group.

E4. Project evaluation

An element of funding has been identified within the bid to replicate the survey work for data sets for some of the key indicators in the Sustainable Travel Demonstration Town project. This would provide longer term trend data for the Department with comparable surveys in 2004, 2008, 2011 and 2014.

Darlington Borough Council has been actively involved in dissemination of best practice and evaluation of both the STDT and CDT projects, including at the RTPI Northern Ireland Conference, advising Scottish Government on their sustainable travel programme and appearing in front of the House of Lords Science and Technology Select Committee, as well as to partners in Europe through the Interreg BAPTS programme.

We would be happy to continue this evaluation and dissemination programme with the Department.