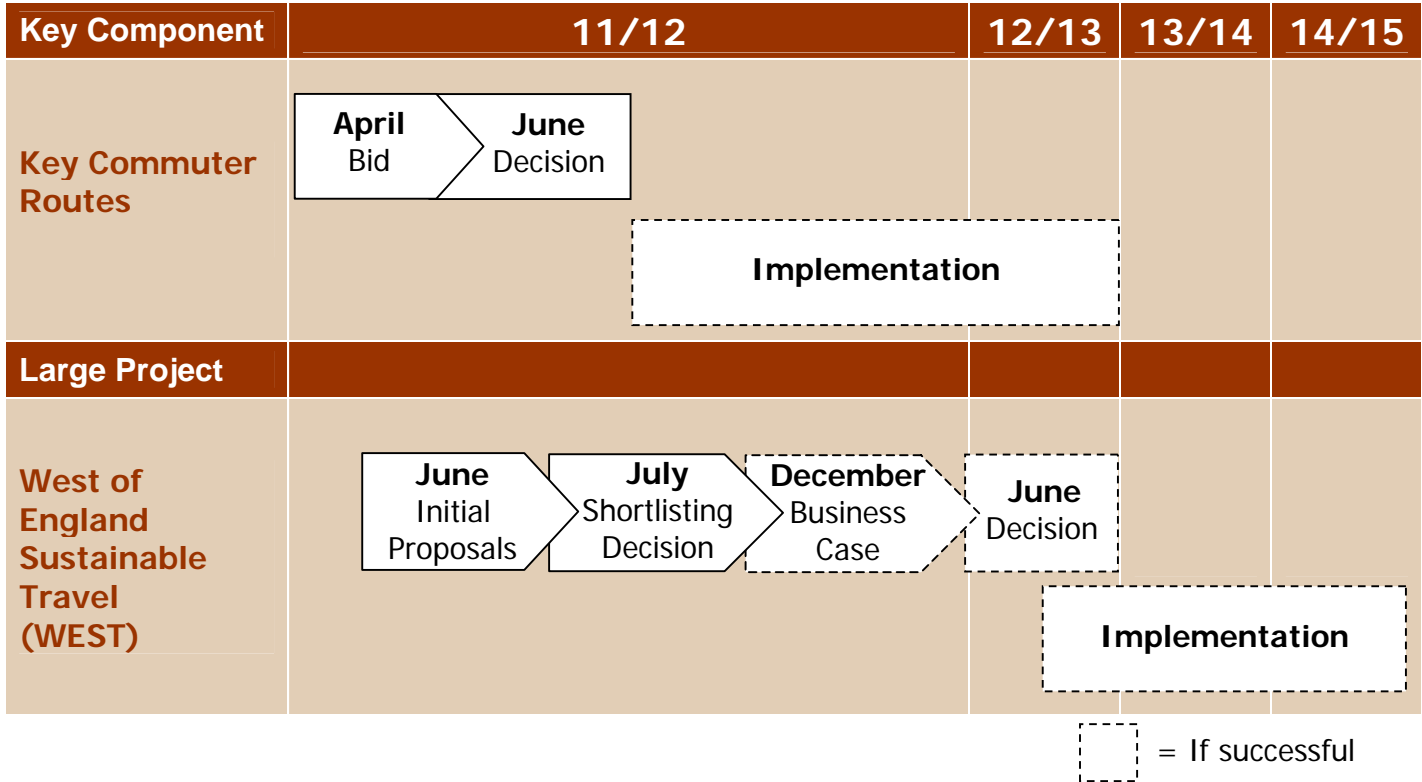


Local Sustainable Transport Fund West of England Proposals

The Local Sustainable Transport Fund (LSTF) provides an opportunity for local authorities to bid for funds to bring forward packages of sustainable travel measures with a primary focus of supporting economic growth and reducing carbon emissions. The Fund provides both capital and revenue with a total of £560m being available nationally to 2014/15.

The Fund allows authorities to bid for either small projects (under £5m) or large projects (up to £50m). For large projects there is the opportunity to make an initial application for up to £5m for early elements, termed a key component bid. The West of England authorities have jointly submitted initial proposals for a large project, termed *West of England Sustainable Travel (WEST)* with a key component bid for early delivery focused on *Key Commuter Routes*. The timescales for the development and implementation of these applications is shown in Figure 1.

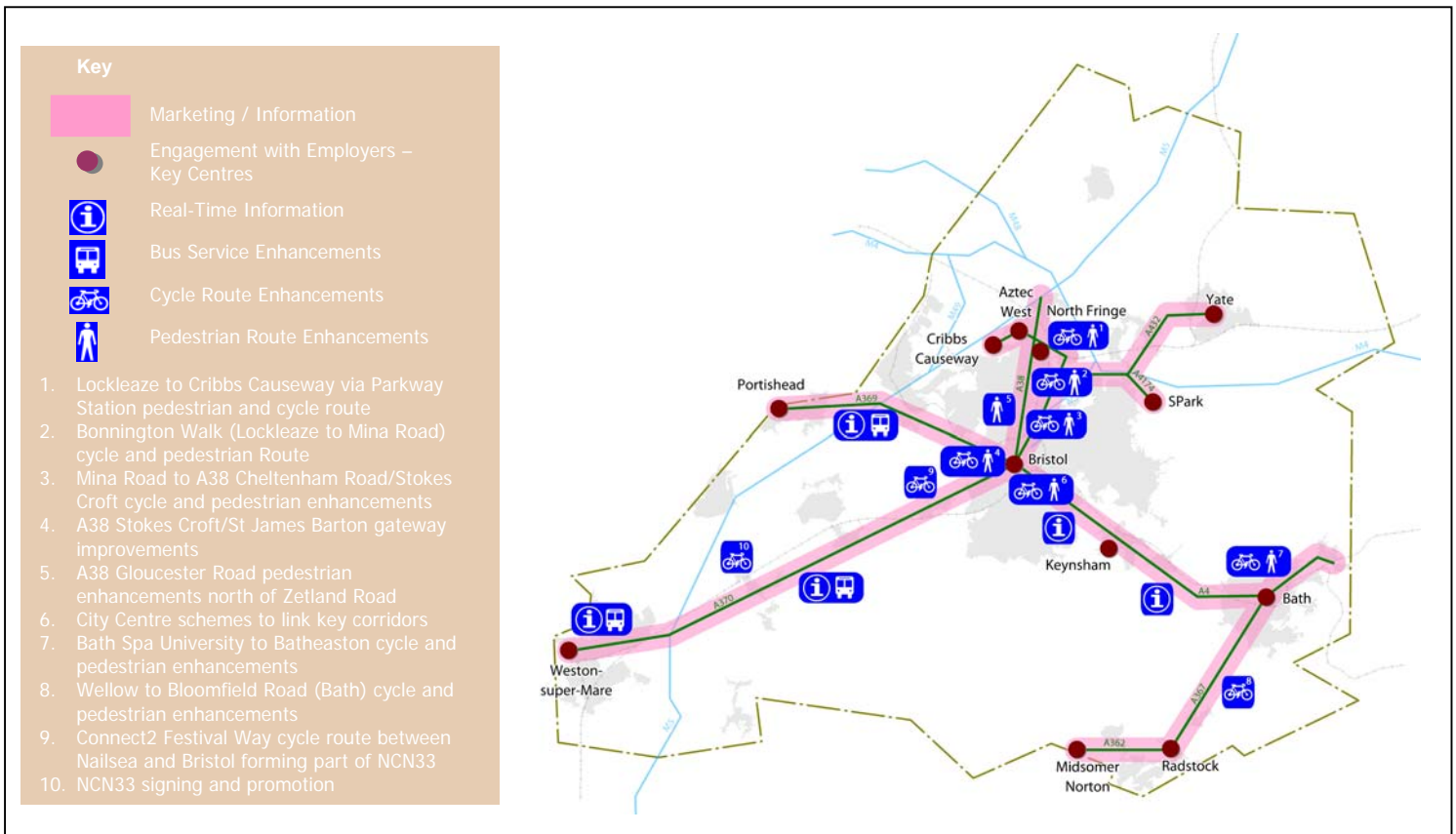
Figure 1 : LSTF Process and Timescales



Key Commuter Routes

The *Key Commuter Routes* project is an integrated package of measures promoting low carbon alternatives to single occupancy car-use on six routes capturing 40% of journeys to work across the West of England. These are shown in Figure 2.

Figure 2 : Key Commuter Routes Targeted Corridors



Significant work has already taken place along these corridors under the auspices of the Greater Bristol Bus Network (GBBN) and Cycling City projects. The actions described below will enable the authorities to capitalise on this work. This will be achieved by:

- Low cost targeted investment plugging missing pedestrian and cycling links and maximising value from GBBN investment;
- Working in partnership with employers located along the commuter corridors, to develop and implement bespoke packages to deliver a shift to more sustainable travel by their staff;
- Delivering a promotional campaign which will be informed by the latest understanding about the types of messages and activities that motivate behaviour change.

Each of these elements will work together to increase sustainable commuting, and contribute to reducing carbon emissions (forecast to be 21,000 tonnes less per year), supporting economic growth through congestion reduction (11 million less vehicle trips per annum) and improving access to employment.

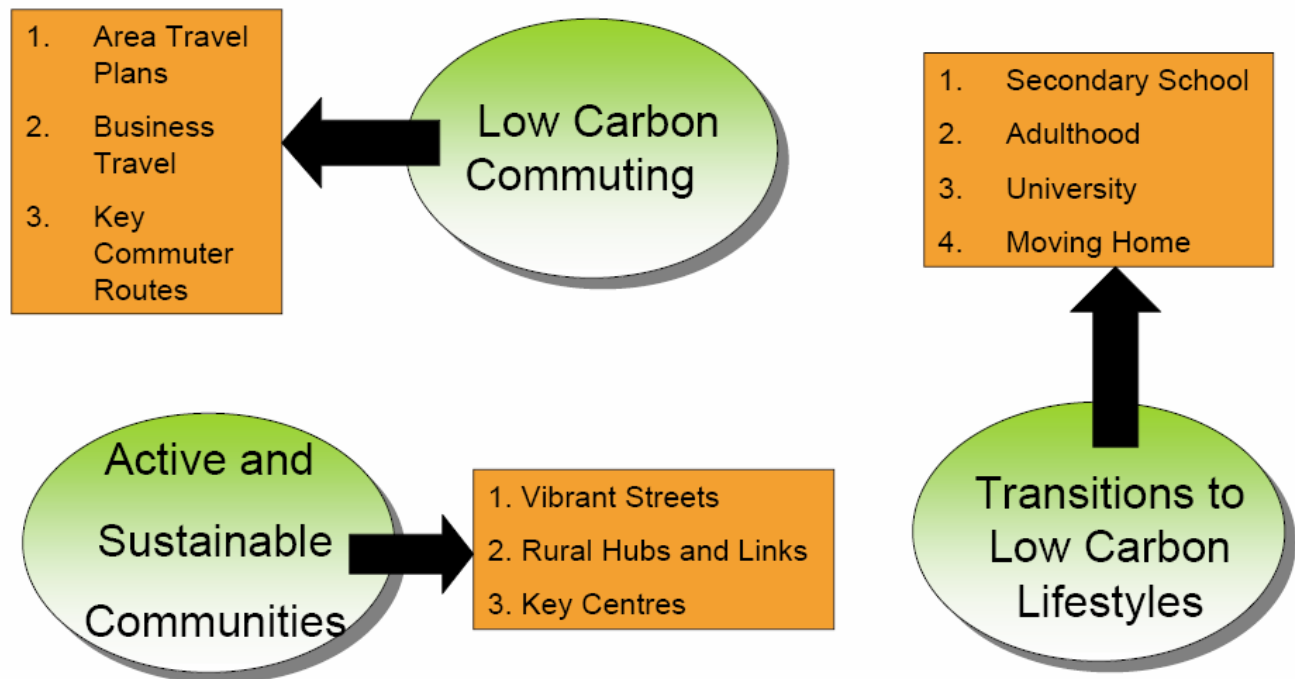
West of England Sustainable Travel (WEST)

WEST is an integrated package of focused measures built around the three themes of:

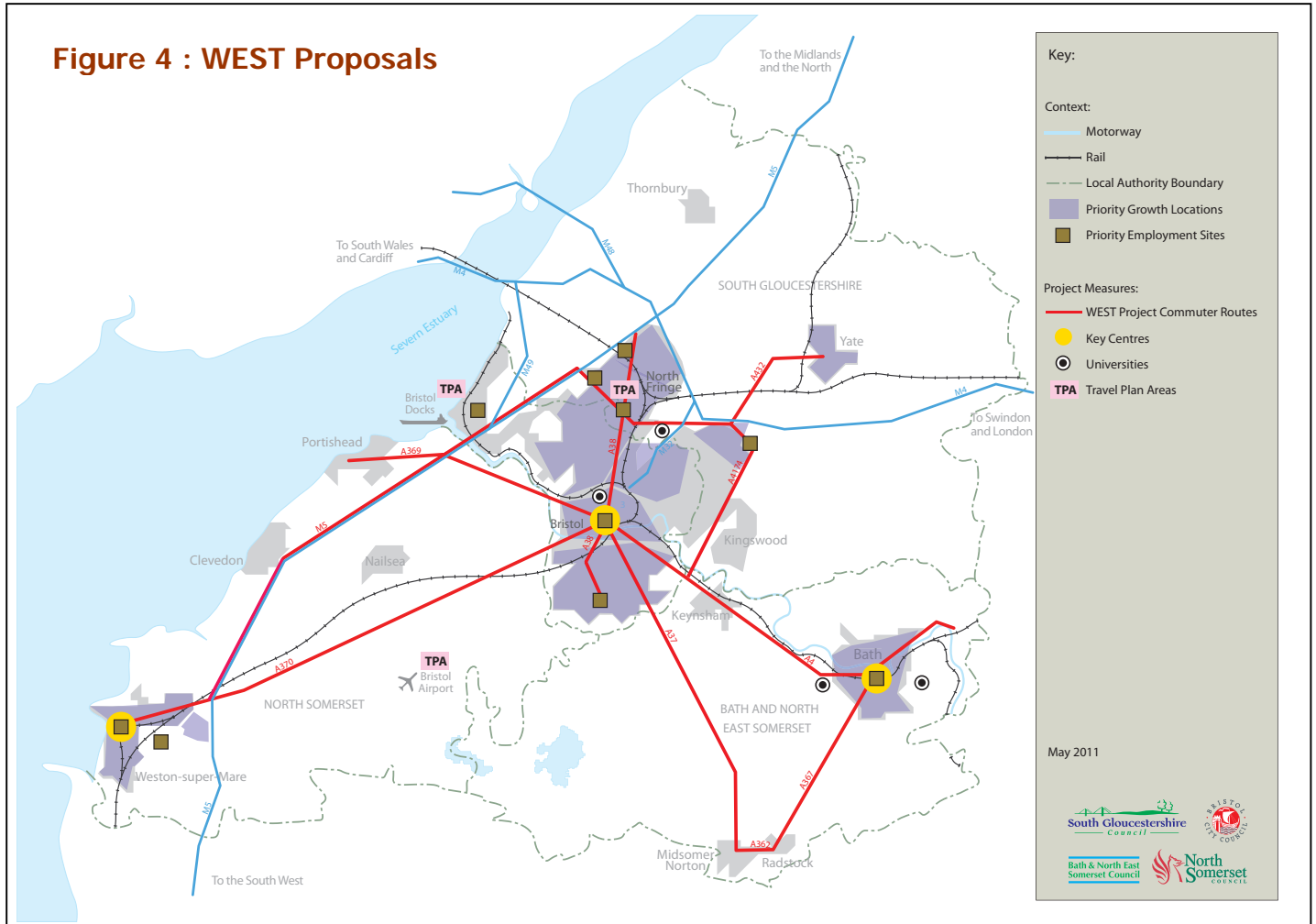
- **Low-Carbon Commuting** – targeting journeys to work and business travel on key commuter corridors and at major employment locations;
- **Active and Sustainable Communities** – working with local communities to develop ‘bottom up’ sustainable transport solutions;
- **Transitions to a Low-Carbon Lifestyle** – focusing on the choices people make as they move school, university, home, or job.

These are made up by a number of constituent projects as shown in Figure 3.

Figure 3 : WEST Themes and Projects



Consistent throughout these themes and projects is a focus on activities around transition points in lifestyles to maximise the potential to change travel behaviour and the identification of opportunities to reinforce and embed low-carbon travel within the fabric of our communities.



The initial proposals identify a package of measures costing £49.9m, with £25.4m sought from the LSTF and the remainder provided from across the public, private, and voluntary and community sectors. Letters of support were received from more than 25 organisations, and there will be more detailed and wide ranging engagement with these and other groups, and local communities, in further developing these proposals after shortlisting.

Together the measures proposed through WEST are forecast to reduce traffic levels by 3% (2.5 million less vehicle kilometres driven per annum) across the West of England, and have benefits to air quality and health through promoting active travel.

To view the full details of the Key Commuter Routes bid and WEST initial proposals see www.travelplus.org.uk/LSTF