



Sustainable Middlesbrough - A Place for Business

**Tranche 2 Bid Application
February 2012**

Applicant Information

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Section A – Project Description and Funding Profile

A1. Project Name: Sustainable Middlesbrough - A Place for Business

A2. Headline Description

Sustainable Middlesbrough - A Place for Business sets out a programme of strategic investment targeted at tackling congestion; enabling access to key employment sites, and supporting independent travel; all of which will grow the local economy, cut carbon and contribute towards a better quality of life for people living and working in Middlesbrough. Many of the proposals contained within this bid are building upon the comments the Council received after our unsuccessful Tranche 1 submission, and have re-focused our bid to directly reflect the comments and direction from the Department.

We have devised 4 packages that cover (and include) **Access to Employment** (a bus service serving an employment zone with no public transport provision, and a personalised travel planning employment service), **Cycling to Employment** (3 infrastructure schemes, the creation of a Bike Academy to deliver accredited training courses, recycled bike scheme and cycle parking facilities), **Independent Travel** (conducting community access audits and the creation and delivery of a training programme at an already purpose built facility located within the town), and influencing **Travel Behaviour Change** (creation of commuter route maps, provide a transport advice service in partnership with Middlesbrough Business Forum, Skyride Local employment and community led guided rides).

This submission has expanded upon previously successful projects; which have already begun to yield robust evidence in terms of reducing the transport barriers that particular communities face when accessing employment, education and training in Middlesbrough. The bid has clear support by all stakeholders, and in particular compliments and supports the Tranche 2 submission to the LSTF by Tees Valley Unlimited.

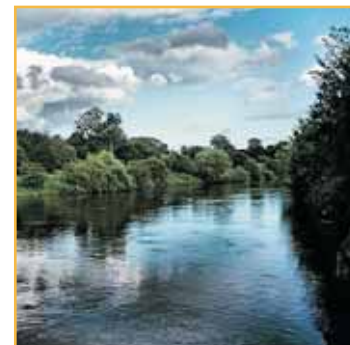
A3. Geographical Area

Middlesbrough is one of the smallest unitary authority areas in the UK, covering an area of 538Ha with a population density of 26.1 people per km²; and is located in the North East of England, at the Heart of the Tees Valley conurbation, close to the mouth of the River Tees. It is situated between Newcastle and Sunderland to the North, and York and Leeds to the South, and is the largest town between these cities; it's Central Business District is located within the North of the town, and the population (140,000 people / 58,000 dwellings) radiates mainly South from the central hub, following the main transport corridors.



The bid will be delivered in key strategic locations across Middlesbrough, primarily focusing on areas of high unemployment; providing town-wide economic benefits for business and stakeholders to thrive. The town's development has been closely associated with heavy manufacturing; retaining strengths in several of these areas. Massive industrial restructuring has changed the face of the town's economy, and the service sector is now the main economic driver, with the town centre providing most of the town's employment opportunities. The employment history also means that there are relatively low levels of entrepreneurship together with reduced aspirations. Middlesbrough's geography and historical legacy are key factors underpinning the town's priorities, and also the economic challenges it faces during the recession and the subsequent years. It experiences high levels of disadvantage, as measured by indicators such as unemployment and ill health, which presents a significant challenge to the Council and the town.

Middlesbrough has excellent national and regional transport links in and out of the town by rail (East Coast Mainline connections) and road (A19, A66 and A174 Trunk Road), which can be attractive to inward investment into the town for much needed economic growth. The urban area is compact and relatively flat, making it ideal for people to move around the transport network via sustainable modes.



A4. Type of Bid: Small Projects - Tranche 2 bid

A5. Total Package Cost (£): £2,012,500.00

A6. Total DfT funding contribution sought (£):
£1,210,000.00

A7. Spend Profile:

£k	2012-13	2013-14	2014-15	Total
Revenue Sought	238,000	295,500	320,500	854,000
Capital Sought	77,667	131,667	146,667	356,000
Local Contribution – Capital & Revenue in kind	255,833	280,833	265,833	802,500
Total	571,500	708,000	733,000	2,012,500

Table 1: projected spend profile 2012-1015

A8. Local Contribution

The following is a summary of local contributions, match funding or in kind. Letters detailing level of support have been received, and are included in the appendix.

Middlesbrough Council is contributing £285,000 capital match contribution (Local Transport Plan), and £255,000 revenue match funding in kind to deliver the proposals (4 full time posts), and a further £6,500 through the Mayor's Apprentice programme.

Fabrick Housing Group is contributing £100,000 match capital funding.

Middlesbrough Environment City (MEC) is contributing £91,000 match revenue funding.

Teesside University is contributing £15,000 match capital funding.

South Tees Hospitals is contributing £20,000 match capital funding.

Middlesbrough Business Forum is contributing £30,000 match revenue funding.

Middlesbrough Shopmobility is co-ordinating the community audits on behalf of the Council.

Priory Woods School is providing facilities and resources for Independent Travel Training.

A9. Partnership Bodies

The Council has identified key issues not apparent in the Tranche 1 submission. There will be a focus on short journeys across the Borough, meeting the need of the most deprived communities, further meeting the needs of disabled people whilst focusing on the improvement of sustainable transport alternatives; realising the potential and aspirations of the town. The Council has agreed to partner with three of the five Tees Valley authorities on the **Travel Training initiative**, to establish a **Tees Valley Forum**. The Council will continue to use the most appropriate partner; providing specialist expertise in supporting individual project's outputs. Further details of partner support are contained in the appendix. A summary table of the partners (and the package they relate to) are below;

Package	Organisation / Stakeholder
Access to Employment	Fabrick Group, Job Centre Plus, Integrated Youth Support Service, Middlesbrough College, Teesside University, North East Chamber of Commerce, Middlesbrough Business Forum, Arriva UK Bus, Stagecoach UK Bus, Middlesbrough Council, Tees Valley Unlimited
Cycling to Employment	Fabrick Group, Middlesbrough College, Teesside University, Middlesbrough Environment City, British Cycling, NHS Middlesbrough, James Cook University Hospital, Park That Bike, Tees Valley Unlimited
Independent Travel	Arriva UK Bus, Stagecoach UK Bus, Middlesbrough Council, Integrated Youth Support Service, Middlesbrough Shopmobility, Priory Woods School and Arts College, Redcar & Cleveland Borough Council, Darlington Borough Council, Hartlepool Borough Council
Travel Behaviour Change	North East Chamber of Commerce, Middlesbrough Council, Middlesbrough Business Forum, British Cycling, NHS Middlesbrough, James Cook University Hospital, Tees Valley Unlimited

Table 2: package stakeholders

The Council's involvement cross cuts across the whole Authority - **Stewart Park Vocational Training Centre** is an 'adult education' establishment offering accredited and non-accredited training, and employability support, to people with disabilities and mental health problems. **Ayresome Industries** is a local authority social enterprise factory offering employment and work experience opportunities for disabled people. **Work Clubs** have been established via a local employment partnership, designed to offer local knowledge and resources to ease the transition into employment for local residents. The **Safe & Active Travel team** support and promote sustainable transport initiatives, and will project manage all packages contained within this submission.

Section B - The Local Challenge

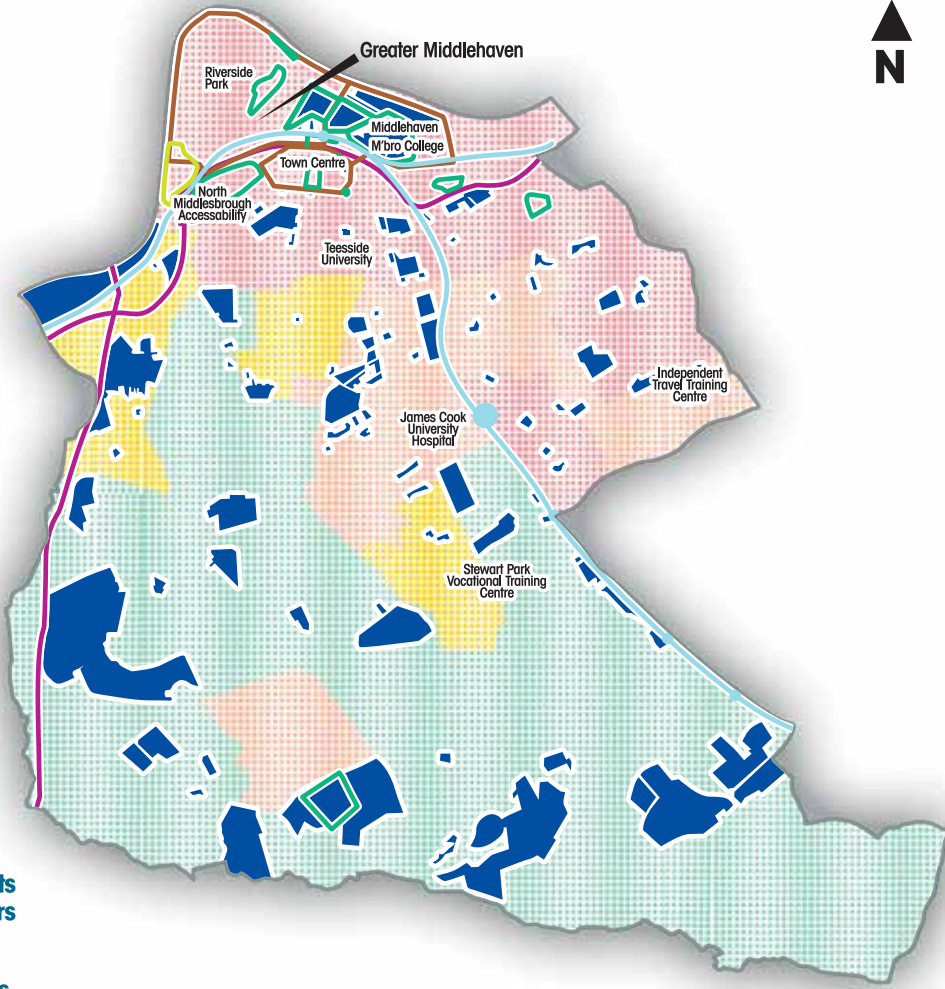
B1. The Local Context

Despite sustained, significant improvements to the town over the past decade, and as a result of the impact of the current recession; many communities still experience significant socio-economic disadvantage, meaning the cost, availability and accessibility of transport, and transport related information restricts their ability to access economic opportunities (such as employment, education, retail and leisure). Until the transport barrier is removed, individual's circumstances will remain the same and the cycle of deprivation will persist. Consequently our proposals (in partnership with relevant organisations) include initiatives to tackle these barriers.

Regeneration in Middlesbrough is integral to creating opportunities for our residents and businesses to thrive and succeed. Greater Middlehaven sits between Middlesbrough town centre, the A66 and the River Tees. The decline in the town's heavy industry has left large areas of Greater Middlehaven vacant. The redevelopment of Greater Middlehaven (which includes Riverside Park Business Park) is a partnership between Middlesbrough Council, Tees Valley Unlimited, the Homes and Communities Agency and One North East. Phase one will see the redevelopment around the dock area of the town; and see the construction of approximately 760 residential dwellings, a hotel, offices and leisure facilities. In addition, developers Terrace Hill are constructing a five office development known as Manhattan Gate beside the Dock, and Middlesbrough College of Further Education has relocated all its activities to one campus within phase one. Work is also underway to revitalise the Historical Quarter conservation area adjoining Middlehaven, containing some of the town's historic buildings. The area already has, and will continue to establish a "creative industries quarter" for Middlesbrough and the Tees Valley. The contemporary designed Boho Digital Enterprise Centre and Bohouse, located next to the state-of-the-art district police headquarters, provides workspace and accommodation for digital media and creative companies.

In the Budget 2011, the Tees Valley was announced as being one of eleven areas awarded an Enterprise Zone (EZ) (see map A). The purpose of the Enterprise Zone is to stimulate business and job growth in the private sector by concentrating on the opportunities offered by the priority sectors of the local economy. Within the Tees Valley EZ, the Teesside Advanced Manufacturing Park (TAMP, located in North Middlesbrough) was allocated for business rate relief; aimed at fostering indigenous Small to Medium Enterprises (SME's); forming the supply chain of the Tees Valley area's heavy industries such as petro-chemicals, renewable energy and advanced engineering, or which form part of the growing digital sector. In addition, business rate growth in the Zone will be retained in the area for at least 25 years to support economic priorities by reinvesting the income locally. It is envisaged that the Advanced Manufacturing Park will create 7 new businesses by 2015, along with 84 new jobs. Transport will form an integral element to the enterprise zone, as it is located in the North of the town, where travel by car is the predominant mode of travel due to no public transport provision (see map A).





Map A









Housing developments over the next 15 years



Unemployment levels

-  under 5%
-  5 - 7.5%
-  7.5 - 10%
-  over 10%

Economic areas and transport network

-  A19 / A66
-  Railway lines
-  Proposed rail halt
-  Major employment areas
-  Areas for future employment opportunities
-  Enterprise Zone

Ensuring the movement of people and goods via an effective transport network is vital to the success of our local economy. Congestion, journey times and inadequate investment in sustainable travel alternatives threaten the capacity and flow of the network, and subsequently our local economic vitality. Car ownership in the Tees Valley is forecast to rapidly increase, from a low ownership base, at a rate higher than the national average. This is likely to have a detrimental effect on our local network, along with an adverse environmental impact. Consequently; regeneration, accessibility and investment in the network and the town's residents, are considered our priorities.

Our third Local Transport Plan identifies a number of challenges, which we are seeking to address through these proposals. We will continue to;

- Support economic growth, without creating adverse traffic conditions.
- Improve access to employment opportunities; in particular for communities that do not have access to a private car.
- Reduce CO² emissions from travel associated with accessing employment, training and education opportunities.
- Meet the transport needs both of our residents, and local businesses by exploiting the economic advantage that Middlesbrough offers; as the centre of the sub-region.
- Reduce health inequalities and further embed transport related activity into the public health agenda.
- Target funding opportunities at projects that are low cost, but deliver high value for money outcomes; continuing the successful promotion of Active Travel initiatives Borough wide.



Supporting Economic Growth

Middlesbrough has a long history within the manufacturing industry, specifically based around heavy manufacturing and chemicals. The industrial decline has had a significant impact on the area, and as with many other areas that relied upon this industry, the skills set difference between the employment branches has resulted in high levels of unemployment, along with low levels of entrepreneurship and reduced aspirations.

Middlesbrough is highlighted as having one of the highest levels of Job Seeker Allowance (JSA) claimant unemployment in the country, at 7.4% (11.4% amongst men; with the UK average 3.7%). According to the Index of Multiple Deprivation 2010, Middlesbrough is the 8th most deprived district in England, with 16 of the 23 wards classed as 'deprived,' with 5 of these wards ranking in the top 1% in the country for social deprivation. 47% of Middlesbrough's lower-level super output areas fall within the 10% most deprived nationally. This is higher than any of the other Tees Valley Authority areas, and with a reliance on public sector employment (43.9%); the full effects of the current budget cuts across this sector, have yet to be truly felt, but are likely to have a significant impact on people living and working in Middlesbrough.

The table overleaf compares Middlesbrough's economic context in relation to the Tees Valley and UK average; highlighting the challenges the town faces in the coming years.

Category	Middlesbrough	Tees Valley	UK average
Population density	26.1	8.3	2.7
% No car households	41	34.2	26.8
% of population with a health problem	22	21.8	18.2
% Unemployment - JSA claim	7.4	5.2	3.8
% Unemployment - labour supply	15.5	11.66	7.6
% Unemployment under 25 years of age	30.2	30.7	28.2
% Unemployed over 6 months	35.1	32.8	31.5
% Unemployed over 1 year	16.9	15.6	15.2
% working age unemployment	30.1	27	23.6
% of working age on out of work benefits	21	18.1	12.8
Average weekly earnings	£415.90	£450.92	£503.10
Average disposable income per household	£11,600	£12,200	£14,800
% Social Housing	28.2	27.7	19.2
Unemployment: jobs ratio	16.3	11.8	6.4
% no formal qualifications	19.4	15.8	12.3
% of population working in the public sector	43.9	32.6	28.2
Average distance to travel to work	3.6 miles	6.2 miles	8.7 miles
% small business (under 50 employees) showing growth	16.2	15.3	14.4

Table 3: a snapshot of Middlesbrough's economic context. Source: www.teesvalleyunlimited.gov.uk

The town's high levels of deprivation, measured by indicators such as overall unemployment and ill-health (22% with a health problem), present significant challenges to the Council. Until transport is removed as the barrier facing these individuals, their circumstances will remain the same and the cycle of deprivation will persist. Consequently, many residents experience significant socio-economic disadvantage, meaning the cost, availability and accessibility of transport, and transport related information restricts their ability to access economic opportunities (such as employment, education, retail and leisure).

The figure to draw positives from, is that residents have shorter distances to travel to and from work. This is encouraging, and provides a solid base to expand upon as 41% of households have no access to a car, so naturally become more able to benefit from sustainable modes of transport. Middlesbrough has a good highway network in the form of the A66 (running through the town centre East / West) and the A19 (running through the Borough, North / South), along with railway lines connecting to the East Coast main line. There is good bus coverage across the Borough, linking particularly well with the town centre, where key employment zones are situated.

The town also boasts an ever-improving cycle network, hosting sections of the **National Cycle Network**.



Middlesbrough recently completed a £15.4m major access road in the North West of the town centre (Riverside Park area), linking from the A66 to one of the Tees Valley Enterprise Zones sites. The results have been positive, as congestion has reduced, helping to improve economic vitality through this major highway scheme, as an access point for the industrial estate and enterprise zones in the future. Businesses within this area have been very pleased with the improvements to the transport network in the area (**please see Map A at beginning of section B1**). It has become clear that accessibility by sustainable transport modes in to this area is poor, or non-existent, with the exception of the cycle network, which covers the area fully. Through recent travel surveys, businesses in the area cite that the accessibility to alternative modes of transport (instead of the private car) for employees is often a barrier to them being able to accept a vacant position.

There are positives that can be drawn from the town's current situation; as approximately 2,500 new jobs are to be created over the next 3 years in the Greater Middlehaven (including Riverside Park Business Park), to the North of the town centre. Transport will still be a significant barrier that will need to be addressed to ensure that potential applicants can access employment sites along the main routes into the town centre from the North, South and West. We aim to address these challenges with the packages outlined in this Tranche 2 submission.

However, Middlesbrough is still extremely vulnerable to the ongoing recession. It is imperative that the Council address the significant pockets of deprivation, and encourage the stalled regeneration sites to gain momentum again, in areas that have historically shown potential for successful regeneration; stopping the current spiral of decline. The key economic challenges that Middlesbrough faces are;

- Supporting economic growth without deteriorating traffic conditions;
- To further enhance and exploit our economic advantage as the regional centre of the Tees Valley;
- Improving access to employment opportunities across the town, in particular to those residents that do not have access to the private car.

Carbon Reduction

Middlesbrough Council, supported by key stakeholders, has adopted the **One Planet Living** framework to achieve a 90% reduction (across the Council) in carbon emissions by 2020, and help ensure that all aspects of improving quality of life are progressed sustainably. This approach is an opportunity to address economic, social and environmental issues in an integrated way, by using ten One Planet principles. Some of the key principles that are integral to these proposals are:

- Zero Carbon - making buildings more energy efficient and delivering all energy with renewable technologies.
- Sustainable Transport - encouraging low carbon modes of transport to reduce emissions, reducing the need to travel.
- Equity and local economy - creating bioregional economies that support fair employment, inclusive communities and international fair trade.
- Health and Happiness - encouraging active, sociable, meaningful lives to protect good health and wellbeing.

Clearly, the Council is committed to making Middlesbrough a more sustainable town. Its future strategic direction is one which would be accelerated and underpin its "sustainability vision" through the success of this bid in reducing carbon emissions, improving the health of the Community and the provision of sustainable travel options; whilst contributing to the **One Planet Living** and climate change principles and objectives. This will be achieved whilst improving the mobility of the local workforce through encouraging smarter choice initiatives for modal shift toward low carbon forms of travel. This will reduce direct emissions and congestion through less vehicles using the highway network. Over recent years Middlesbrough has witnessed a significant increase in the number of cycle journeys recorded on its network (72% between 2004 - 2010). It is envisaged that with similar investments in this field, we can make cycling a real transport option for local journeys. The key carbon reduction challenges that Middlesbrough faces are;

- Promote sustainable developments and reducing carbon emissions, without having a detrimental impact economic growth opportunities;
- To further enhance and exploit the North East's reputation as a leader in the field of renewable energy;
- Continuing the successful implementation and promotion of targeted travel behaviour programmes.

Health & Social Inclusion

Middlesbrough continues to have a challenging health record, with strong links to individual lifestyle choices. There is a particular link between circulatory diseases and lack of physical exercise. Life expectancy is three years less than the national average and there are higher than average levels of obesity. This proposal will draw on the use of the **Active Travel** agenda as a means of increasing physical activity through accessing employment opportunities by bicycle. The key health and social inclusion challenges Middlesbrough face are;

- Reduce health inequalities in Middlesbrough, expand the work undertaken as part of the Healthy Towns programme, further integrating 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 residents with physical and learning disabilities; where transport has previously been the last barrier to living independently.

For those with health impairments and disabilities, transport can be a key barrier to employment and inclusion. In Middlesbrough, information collected as part of a Working Neighbourhood Fund Employment Initiative indicated that 33% of unemployed disabled people cite transport as a barrier preventing them from accessing employment opportunities. Disabled respondents to the 2010 Life Opportunities Survey, undertaken by the Office for National Statistics, highlighted two contributing factors to this transportation barrier - inaccessibility and individual anxiety / lack of confidence using transport independently.

There is also a high prevalence of multiple deprivations in Middlesbrough with a high proportion of those suffering with ill health also living in the most socio-economically deprived wards. Early interventions are pivotal in recognising the opportunities available to reduce barriers. Providing a comprehensive programme to encourage **Independent Travel** will remove transport as a barrier for these individuals. Blended with tailored employment support and independent assessments, Travel Training promotes social inclusion; increasing the likelihood of economically inactive individuals entering employment and education, or embarking on independent living.

Through another successful Working Neighbourhood Fund project, 200 people received a recycled bike in order to improve mobility and obtain recognised qualifications; ultimately assisting them to accessing employment. The Middlesbrough Healthy Towns project (2008 - 2011) saw a variety of cycling initiatives undertaken, ranging from large scale capital investment, to softer behavioural change measures; resulting in the increased cycling levels across the town. These projects demonstrate that early interventions successfully address the challenges Middlesbrough faces, and the packages outlined in the bid create much needed opportunities.

The Role of Transport

Aside from the Riverside Park Business Park, Middlesbrough is served by a comprehensive network of bus services (with a bus station viewed as the Tees Valley public transport hub), cycle network, 1 major rail station, and 3 outlying station halts. Our **Rights of Way Improvement Plan** has generated significant improvements to the walking environment. Safe routes to school and work projects were recently completed through the Middlesbrough Healthy Towns programme. Town wide 20mph limits are also scheduled to be rolled out over the course of the third local transport plan; complimenting and further enhancing safer travel across the town, through a combination of workplace, personalised and school travel planning. Throughout the second local transport plan, and other successful early intervention programmes, the Council has achieved significant results in encouraging modal shift from the private car to more sustainable modes. For example, cycle trips have increased 72% from 2004 to 2010. However, it is felt that for the long-term behaviour shift to continue, we must;

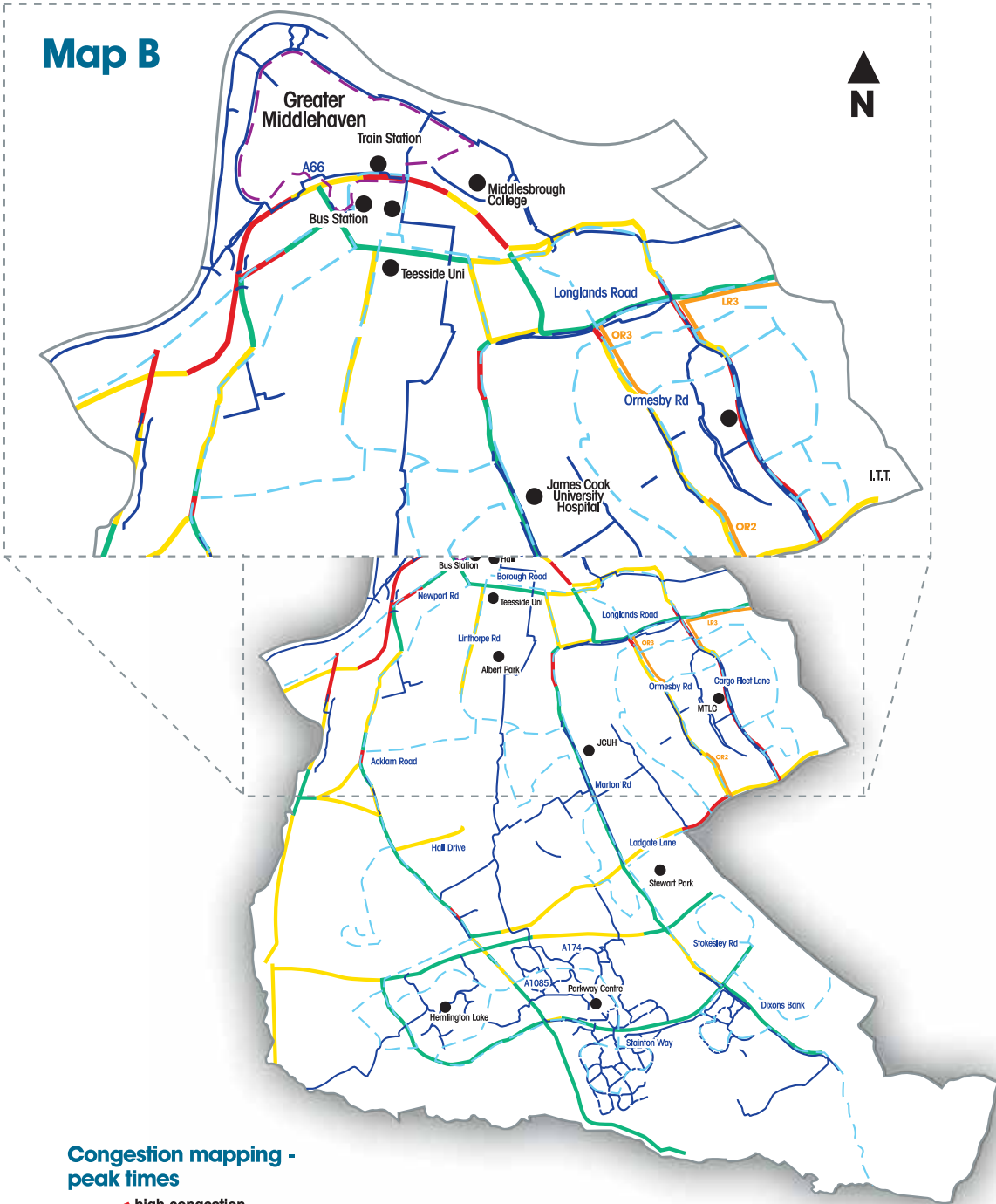


- Focus on further encouraging public transport trips, including rail and bus trips for employment, education, training and leisure opportunities - to address falling patronage levels.
- Successfully extend the programmes to our residents in most need of intervention measures, such as communities with high unemployment and to people with disabilities preventing them from accessing employment, education and training opportunities.
- Identify ways to achieve it.

B2. Evidence Addressing our Local Issues

Middlesbrough is a compact Borough, with good network infrastructure, and during the previous local transport plans, greatly improved its transport provision. However, there is still a (perceived and real) lack of connectivity between sustainable modes of transport, linking key employment areas together. Middlesbrough is relatively compact, hence the perception of connectivity transpires into the working age population becoming car dependent, or stating that the lack of transport connectivity prevents them from taking up employment opportunities. The perception of the unreliability or safety of sustainable transport modes undermines the viability of travelling via these modes, and is increasing car usage (particularly in areas such as Riverside Business Park; which is not currently served by public transport). As a result Middlesbrough is seeing a slight decline in bus patronage. These issues will be addressed through this bid.

Map B



Congestion mapping - peak times

- high congestion
- medium congestion
- low congestion

Cycle network

- existing
- - - proposed Longlands Road Phase 3 (LR3), Ormesby Road Phase 2 (OR2) and 3 (OR3)

Bus routes

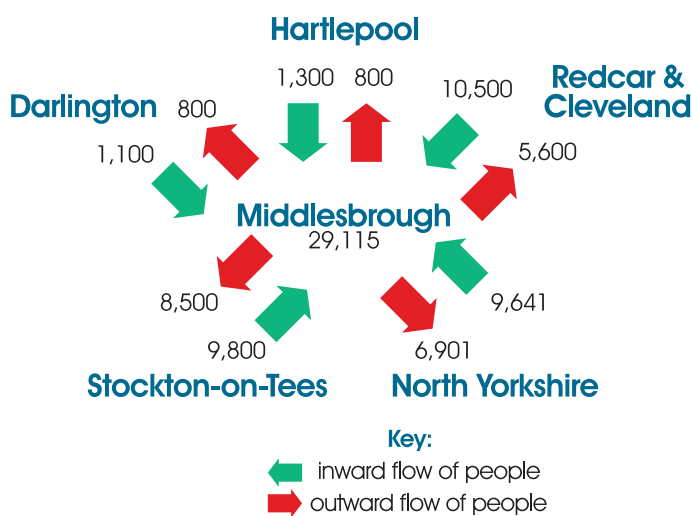
- - - existing network
- - - proposed expansion

Economic Challenges

- Supporting economic growth without deteriorating traffic conditions;
- To further enhance and exploit our economic advantage as the regional centre of the Tees Valley;
- Improving access to employment opportunities across the town, in particular to those residents that do not have access to the private car.

Figure 1 illustrates the movement within the Tees Valley for employment opportunities. Middlesbrough is clearly a net gainer of people travelling to the area with a ratio of 32,341:22,601; demonstrating its importance to the Tees Valley as an employment hub. Travel to work data highlights that 53% of journeys to work within Middlesbrough (local journeys) are by car. Around 40% of cross boundary travel use is by the private car. By improving sustainable transport links we can further encourage sustainable journeys into Middlesbrough (both internally and cross boundary); growing our economy, cutting carbon emissions and reducing unemployment.

Problem - reliance on the private car, and adequately connecting people to jobs.



From recent survey data, respondents stated that their most likely alternatives to travelling alone in a car, are; bus (29%), walking (17%) and by cycle (15%). It was also evident that the factors that would change their travel behaviour, are; increased fuel costs, worsening traffic and improvements to alternative modes of transport. This highlights that people living and working within Middlesbrough are positive about making changes, and that the measures we are proposing in this bid support making sustainable transport choices more accessible. **Map B (previous page)** shows the peak traffic flow congestion areas for the town. The map clearly highlights that there are congestion issues in the North and East of the town (shown in red), which correlates to the key employment areas in the town.

Figure 1: movement within the Tees Valley and North Yorkshire for employment opportunities

By providing and improving sustainable travel alternatives within these areas, this application can help mitigate some of the issues surrounding congestion on Middlesbrough's key arterial roads. Consequently, this will free up the highway network; allowing free movement of people, which is pivotal to the town's economic growth. This is currently exacerbated by the net gain of people travelling into the Borough for employment from surrounding areas.

Problem - congestion on our roads, particularly around key employment areas in Middlesbrough.

The Council is currently delivering packages of improvements to the public transport network, across the Local Enterprise Partnership area. This includes the **Tees Valley Bus Network Improvement (TVBNI)** schemes; investing £52.7m in a high quality bus network comprising new and improved infrastructure, enhanced travel information, and a programme of re-branded (complimentary to this submission) smarter choices initiatives; and a £4.9m investment in the **Tees Valley Metro programme**; which includes enhanced rail frequency and station improvements. The TVBNI schemes will bring significant improvements to Middlesbrough's public transport network, but there will still be a public transport absence around the Riverside Park area of the town.

Recent survey data from businesses in this area have highlighted that access to transport poses a significant barrier to accessing employment. Many employees also cite working later in during the winter months as a deterrent to sustainable modes of transport, due to the distance and perceived safety concerns in walking to and from the bus station, (located in the town centre). Many people do not attend an interview, or have to decline a job offer when they find that there is no transport into the business park.

For example; via a recent travel survey it was highlighted by an employee that there was:

“No bus service into Riverside Park. Employees currently travelling by bus must walk from Bus Station (approximately 2 miles), and many refuse to work later in the winter as they have safety concerns walking to the bus station alone”

and also that;

“Many people do not attend an interview when they find that there is no transport into the industrial estate. We have had people attend on day one, and not return for day two, due to the problem of getting to work”.

This highlights the importance of one proposed package; providing a bus service into Riverside Park Business Park (located in North Middlesbrough).

Problem - the lack of public transport provision to the North of the town centre.

Over the period 2008 - 2011, an initiative was delivered through a Working Neighbourhood Fund supported project, tackling the barriers that transport poses for people in deprived areas. Following extensive stakeholder consultation, a package of support measures were proposed to address the problem. The project resulted in over 200 individuals being offered specific transport advice and incentives that enabled them to access employment, education, training or volunteering opportunities that they would otherwise have had to decline.

Problem - the lack of funding to continue successful and well supported intervention schemes.

Carbon Reduction Challenges

- Promote sustainable developments and cutting carbon emissions, without having a detrimental impact on economic growth opportunities;
- To further enhance and exploit the North East's reputation as a leader in the field of renewable energy;
- Continuing the successful implementation and promotion of targeted travel behaviour programmes.

The evidence from recent intervention programmes (such as Working Neighbourhood Fund and Middlesbrough Healthy Towns) in Middlesbrough, have demonstrated that a cohesive, targeted package of infrastructure and travel behaviour programmes can support economic growth and cut carbon emissions from travel, whilst improving health and social inclusion of both residents, and people that come to Middlesbrough for employment, education and training.

In support of our recent projects, Darlington's (a neighbouring authority area with similar employment patterns and demographics) intervention projects such as the **Sustainable Travel**, and **Cycle Demonstration Town projects** generated a significant shift towards sustainable mode of transport. Although below the national average, and similarly to Darlington; Middlesbrough has seen an increase in private car ownership.

Problem - if we do not promote a long-term, strategic investment in sustainable travel programmes, offering alternatives to service users - the gains may be lost.

Health and Social Inclusions Challenges

- Reduce health inequalities in Middlesbrough, expand the Healthy Towns programme, by further integrating 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 residents with physical and learning disabilities; where transport has previously been the last barrier to living independently.

Deprivation and poor health has a detrimental impact on quality of life, and an individual's ability to access opportunities equally. There are clear health inequalities across Middlesbrough, with the average life expectancy for residents living in the most deprived areas being 11.5 years less than those living in the least deprived areas. Whilst some of the reasons behind this are complex and wide ranging; social marketing data from the Healthy Towns programme highlighted that little emphasis was placed on active / sustainable travel in deprived areas to reduce the health inequalities across the town. The legacy of the project exists through the investment made over the funding period; maintaining the smarter choices message. However, it can often be hard without additional funding to continue promotion.

Problem - public health intervention programmes specifically focus on increasing physical activity, without recognising the importance on promoting *Active Travel* in deprived areas, to help reduce health inequalities.



In addition, there are currently 1,910 users of local authority transport provision, amounting to approximately 120,000 annual trips, costing £2.1m, generating around 80 tonnes of carbon; the majority contributing to peak hour traffic flows. This transport provision historically discourages the development of independent travel skills, and due to its inflexibility and limited availability, dependence on it to access local services and opportunities can hinder the flexibility of choice as to employment, education and social opportunities (inadvertently hindering inclusion and independence). A pilot programme conducted during 2010/11 to train adults with learning disabilities resulted in individuals successfully receiving training, all of which went on to access employment, education, training and volunteering opportunities, using sustainable modes of travel (please see case study in appendix).

Whilst consultation for LTP3 highlighted good practice around the town such as community and town centre access audits, there is still room for improvement to promote social inclusion. Council budget cuts have resulted in the loss of the “Dial-a-Ride” service, and the reduction of community transport, and subsidised bus services. There are only a small number of specially adapted taxis, that can mitigate some of the increased level of social exclusion and inaccessibility amongst residents. As a result, the Council has a duty to provide assistance to residents that still need to use the existing transport network.

Problem - finding innovative solutions to travel problems, that are inclusive to all.

Transport Challenges

- We must provide a high quality network to enable people to move around freely.
- Building on previous projects; ensuring we target funding appropriately, at schemes and initiatives that are low cost and offer / provide value for money, delivering the greatest outcomes on a local level.
- Maintain our highway network and transport related assets and facilities for sustainable modes of transport.
- Effectively promote and integrate sustainable modes of transport to all network users.

Research data highlighted that there are still two main issues with our network;

- The first is there are gaps in the network preventing connectivity for sustainable travel journeys across the town; particularly travel to work. We acknowledge that these still need to be rectified; maximising potential.
- The second is there is still a misconception that what links we have; are fraught with infrastructure and personal safety issues. Perceived distance, a lack of knowledge of cycle routes and inadequate cycle parking facilities for leisure routes were also identified through the Healthy Towns programme.

As a result, a local area cycling map package was produced through the Healthy Towns programme. Further surveys undertaken with local employers, cited that the lack of promotion of walking and cycling routes to key employment areas (such as Riverside Park Business Park), is hindering the success of sustainable modes of travel. Local businesses also believe there is a lack of transport support; in the promotion of the network, and what alternative transport options are available.

Problem - significant improvements can only be fully realised through the effective promotion of the network to address / allay safety concerns.

Middlesbrough Healthy Towns programme provided evidence that an investment in both capital and revenue schemes, supported and further expanded travel behaviour schemes across the town; delivering greater value for money. Recent data from the **Cycling Demonstration Town Evaluation report**, highlighted that the cost to benefit ratio is at least 3:1, rising to as much as 6:1 if sustained over a period of up to 30 years. This supports the initial data found through the Healthy Towns programme; which combined a mixture of capital and revenue projects - leading to a 60% increase in the number of cycling trips over a 2-year period (total cost £500,000).

Problem - transport is still seen as the challenge, not the availability of funding.

Cycling has a particular benefit as a transport mode in Middlesbrough owing to the town's topography and presence of a number of strategically located, well-maintained cycle routes. In addition, cycling is well suited for the employment market in the town, which is characterised by a prevalence of low-paid unskilled jobs, often in out of town locations and on shift patterns, which can combine to make public transport an unrealistic option for many; yet we have fewer cyclists than Darlington which is comparable in many ways. Through social marketing research undertaken during the Healthy Towns programme, specific barriers were identified. These are; the lack of confidence to cycle; concerns about how to undertake routine maintenance tasks, where cycle



parking facilities are located; and the cost of purchasing a bicycle. When compared with other local, mainly capital led schemes; Middlesbrough's approach provides a much greater return for a mixture of revenue and capital investment. In order to retain the long-term value of intervention / travel behaviour initiatives in Middlesbrough; there needs to be a continuation of revenue and capital investments.

Problem - the Local Transport Plan mainly provides capital funding.

B3. Objectives

Middlesbrough's Third Local Transport Plan provides a targeted approach to prioritising transport improvements, addressing the diverse needs of the town. It sets out 5 outcomes based upon the **Mayor's Transport Strategy** and the **National Transport Goals** published by the Department for Transport;

- Support economic growth - by delivering reliable and efficient transport networks.
- Reduce carbon emissions - Reduce transport's emissions of carbon dioxide and other greenhouse gasses with the desired outcome of tackling climate change.
- Promoting equality of opportunity - for all citizens, with the desired outcome of achieving a fairer society.
- Contribute to better safety, security and health giving longer life expectancy - by reducing the risk of death or injury; and improve quality of life for transport users and non-transport users, and to promote a healthy natural environment.



Our proposal of 4 packages aim to improve economic growth, through low carbon links to employment, education and training opportunities (with both the **Access to, and Cycling to Employment** packages); enhancing social inclusion and health opportunities (with the **Independent Travel** package). The outcomes will result in improved journey times and reliability, with more sustainable transport priority. We will continue implementing schemes under the Tees Valley Bus Network major scheme, and propose to create an additional bus service linking the town centre and Riverside Park Business Park, currently not served with any public transport provision; increasing accessibility and economic growth. It is also proposed as part of the **Tees Valley Unlimited Tranche 2 submission**, to create a new rail halt at James Cook University Hospital (located on one of the town's major transport corridors) improving connectivity for employees and visitors through the increased frequency of services; supporting economic growth and cutting carbon emissions through improved congestion levels. The packages also compliment the LTP via improvements to a walking and cycle network that is maintained to a consistently high standard. This further compliments the removal of unnecessary street furniture and commuter vehicles, and assist in the provision of better information, leading to both health and environmental benefits.

The LTP aims to improve the management of the road network, resulting in smoother traffic flows - contributing to reduced emissions. In specific areas undergoing large scale housing redevelopment, developer contributions have been sought to establish and enhance the transport network beyond the period of the LSTF, and increase accessibility via locating developments closer to sustainable transport provisions. Consequently, this will result in people being able to plan their journey using alternative modes of travel. This application will build on the successes of prior intervention projects that addressed context specific transport issues in the town. Partners share the vision to target strategically designated areas of the town, such as North and East Middlesbrough, where unemployment is higher, whilst simultaneously promoting travel behaviour campaigns, and making infrastructure improvements required to access employment, community services and retail centres. This will improve the local economy, by creating conditions for businesses to grow, and for Middlesbrough to have less reliance on the public sector for employment opportunities.

LTP Objective	Problems to Address	Package
Support economic growth by delivering reliable and efficient transport networks	<ul style="list-style-type: none"> Poor perception of public transport due mainly to unreliable services and punctuality to required destinations Unwillingness to travel in a sustainable way, due to insufficient information relating to available sustainable modes of transport Greater engagement with local businesses to promote Active Travel 	<ul style="list-style-type: none"> Access to Employment Cycling to Employment Travel Behaviour
Reduce carbon emissions and other greenhouse gasses, with the desired outcome of tackling climate change.	<ul style="list-style-type: none"> Lack of incentives to encourage residents to change their travel behaviour especially when travelling to workplaces Some deprived communities within Middlesbrough have low cycle ownership Residents unable to use their cycles due to insufficient knowledge regarding cycle maintenance 	<ul style="list-style-type: none"> Access to Employment Cycling to Employment
Promoting equality of opportunity for all citizens.	<ul style="list-style-type: none"> Vulnerable members of the community do not have the confidence to travel independantly Street clutter and unconnected routes prevent accessibility to key pedestrian routes Very low number of apprenticeships or work placements for those with disabilities 	<ul style="list-style-type: none"> Independent Travel Training
Contribute to better safety, security and health giving longer life expectancy, by reducing the risk of death, injury.	<ul style="list-style-type: none"> Public perception that Active Travel may be unsafe Residents worried about cycling without sufficient training Lack of pedestrian and cycle commuter routes Lack of community cycling events to encourage new cyclists 	<ul style="list-style-type: none"> Cycling to Employment Independent Travel Training Travel Behaviour
Improve quality of life for transport users and non-transport users, and to promote a healthy natural environment	<ul style="list-style-type: none"> Public perception that public transport vehicles are noisy and polluting Public perception that the highway network is too congested / polluted and unsafe to travel sustainably Missing cycle link routes such as Longlands Rd Phase 3 & Ormesby Rd Phases 2 and 3 	<ul style="list-style-type: none"> Cycling to Employment Independent Travel Training

Table 4: LTP objectives, problems & package solutions

Section C – The Package Bid

C1. Package Description

These LSTF packages will focus on linking people to employment, education and training at different stages of their life; through low carbon initiatives.



Package 1

Our **Access to Employment** package will provide a **Fixed Fare Business Bus Service** (cost £170,000), and a **Personalised Transport Advice Service** (cost £56,000) for residents who are looking to access employment opportunities, but find that transport is a barrier. This expands upon a **Working Neighbourhood Fund (WNF) project** that successfully enabled 200 job seekers to gain employment by receiving personalised travel planning advice, and a subsidised public transport ticket; that enabled them to attend an interview, and have the means to travel to work until they received their first wage. We will work with local employment partnerships, and Job Centre Plus, generating personalised travel planning information for job seekers and people on work experience - offering low carbon / sustainable travel incentives (including recycled bikes, cycle training and subsidised public transport tickets); reducing the costs associated with travelling, and promoting interactive journey planning tools. The partners will also market and promote the service by liaising with local businesses to raise awareness of transport issues; creating a network of contacts willing to address these issues together.

The **Business Bus** will expand on a hybrid of two successful projects – an urban bus challenge, and WNF project that tackled the lack of accessibility to the Riverside Park Business Park, to the North of the town centre. The Council will partner with Middlesbrough College, to extend their current subsidised service (serving the Greater Middlehaven area - **see map B, section B2**), to include an additional route loop at morning and evening peak times; enabling people to access employment opportunities, in an area where there is currently no public transport provision. This element will also address short trip journeys; reducing congestion and cutting carbon levels at peak times by accessing the Business Park and Greater Middlehaven area (with a working and educational population of 17,000) via this connecting service from Middlesbrough Bus Station.

Package 2

Our **Cycling to Employment** package consists of a **Cycle Recycle scheme** in partnership with **The Bike Academy** (a new initiative to be launched by MEC, cost £206,000), and the **Access to Employment** package; where by job seekers will be referred onto an integrated programme of cycle maintenance and national standard training, encouraging more people to cycle. The scheme will;

- Provide a **Cycle Recycle scheme** from the Academy, enabling participants to restore a redundant cycle (donated by Cleveland Police) for their own use; achieving an **Open College Network** accredited award in cycle maintenance from the Academy, increasing their qualifications and employability;
- Deliver a programme of **Bikeability cycling training**, focusing on referrals and specific community groups and train additional volunteer (providing them with the skills to take into employment opportunities) **Bikeability** instructors to increase the capacity to deliver **Bikeability** in Middlesbrough and further promote sustainability;
- Undertake regular outreach cycle surgeries at employment zones and community venues across the town and develop as a social enterprise, with the opportunity to provide cycle training and bike maintenance on a commercial basis to businesses and community groups.

Route improvements, cycle parking and new signage (cost £675,000) will be provided; improving connectivity along key employment corridors in line with strategic objectives, and gaps in the network; reducing the barriers to cycling. The improvements will follow the form of arterial routes to the town centre and major employment sites; specifically from areas of high unemployment (East Middlesbrough). The proposed schemes will be:

Longlands Road Phase 3, Ormesby Road Phase 2, Ormesby Road Phase 3

Recent social marketing research highlighted; a barrier to cycling was the understanding / time it would take to cycle 5 miles. Focus groups stated that "typical / average timings" would remove this barrier; showing how feasible it was to change travel behaviour. As a result, the routes will be fully signed with time taken toward the town centre as opposed to distances, completing the identified gaps in the network.

Due to Middlesbrough's employment areas and geographical size; research has been undertaken into the feasibility of cycle hire schemes with interested companies. The findings are that it is not practical due to the size of the town, and some of the current facilities we have such as **Middlesbrough Cycle Centre**; the facility ran by **Middlesbrough Environment City** based within Middlesbrough Bus Station. It offers fully staffed free, indoor and secure cycle parking for the public. There are also shower and locker facilities, and a qualified bike mechanic. The Centre is open Monday to Saturday, 7am to 6pm and Sunday 10am to 4pm. Current membership levels exceed 2,000, with an average of over 50 users per day. The centre is a fully accredited **Bikeability** training provider, and successfully delivers training sessions for intervention projects within schools and workplaces across the town, such as **fully accredited OCN Level 2 Bike Mechanic courses** to unemployed residents referred by Job Centre Plus.



Cycle shelters and compounds are suitable for larger businesses. However, for many Small - Medium Enterprise (SME) businesses, this would not present value for money. This package aims to engage with as many businesses as possible through channels such as the **Middlesbrough Business Forum** to promote our cycle parking provision. Additionally, we also want to work with a specialist company (**Park That Bike**) to ensure we have maximum take up of suitable cycle parking for SME's across Middlesbrough. They liaise with local businesses; providing specialist advice to such organisations. Two Sheffield stands will be provided to the businesses, who will pay their installation fee. The Council will partner with a local business to provide the installation of the stands; resulting in investment into the local economy, drawing in match funding from private organisations to improve facilities and encourage cycling as a means of travelling to employment. We will provide 120 cycle stands, to 60 SME's (cost £15,000). Follow up information will be recorded from each SME.

Weather proof / lockable cycle parking will be installed at 10 large businesses, that are seeking to promote cycling as a mode of transport to employment (cost £95,000). Businesses have agreed to contribute match funding (where possible), ensuring there is a commitment to sustain the success of the project. These improvements will be located within the main areas of economic growth potential; as well as to neighbourhood shopping centres; providing facilities to encourage short journeys to be made sustainably, whilst promoting localised economic growth. Additionally, we will also be offering sponsorship opportunities on the shelters to local businesses.

Expanding on a successful Healthy Towns project (where by an employer purchased subsidised cycles for their employees to use for their commute to work), an element of this package will provide 200 subsidised cycle, national standard training and safety equipment packages to employers as pool bikes (cost £50,000); they will be loaned to new and existing employees that cannot afford a cycle and equipment. The payments received for the pool bikes, will be used for sustainability post-project to further fund a bike mechanic in partnership with MEC; continuing to provide a maintenance service to businesses and the wider community.

Package 3

The **Independent Travel** package consists of 2 elements; the first will engage and empower local residents with disabilities, to deliver **Community Access Audits** (cost £172,000). **Middlesbrough Shopmobility** will act as the delivery partner through recruiting a co-ordinator to manage a programme of community access audits, and report the findings back to the Council, who will rectify the physical accessibility issues highlighted by the findings. As unemployment reaches critical levels, the most disadvantaged social group, are those with disabilities. Building on a previous WNF project with Shopmobility, these audits will include and ensure that disabled people can get to bus stops and local facilities. Resulting in the required infrastructure improvements such as footpath re-surfacing, introduction of drop kerbs and the removal of unnecessary street furniture, are of an adequate standard to encourage accessibility throughout the town by low carbon modes of transport. This will reduce the physical barriers to employment, education and training opportunities. This will be delivered in the town centre, as well as a satellite station at Stewart Park (with the assistance of the Vocational Training Centre).



Our **Travel Training** (TT) element (cost £212,500) will follow on from and compliment the access audits; delivering an independent and impartial assessment process and a dedicated Travel Training programme. It will work with a wide age range, and produce and procure training resources / materials, and teach people with learning and physical disabilities; journey planning, road safety and independent travel skills, in a safe environment, enabling them to access employment, education, training and leisure opportunities via sustainable modes of transport. A training co-ordinator will be provided by Middlesbrough Council to develop the package, co-ordinate employees, recruit and train volunteers to deliver learning outcomes. Practical training will utilise the purpose built, travel training and road safety facility at Priory Woods School (see appendix). The facility is an innovative, and the only purpose built site in the Tees Valley capable of delivering such a programme. There is a large physical environment located on the site for practical training, and a designated indoor area for the classroom based learning aspect of the training programme. Travel training has added value, offering a sustainable alternative that not only instigates cultural change but also reduces dependency on local authority home to school, and social care, transport. In order to achieve the above, and address transport as a barrier for disabled people - the package is split into unique and focussed areas of work;

- Working in partnership with local secondary schools, pupils with disabilities who are aged between 14-16 to provide sustainable transport education and awareness, and introduce students to the concept of independent travel to higher education and employment. Alongside this, a programme of road safety training will be offered to primary age disabled pupils, to improve their skills and familiarise with the concept of independent, sustainable travel.
- Working in partnership with local colleges and Connexions service to identify students with disabilities aged 16-19 who are making the transition between school and higher education, and would benefit from independent travel support. The aim of the work is to expand travel horizons and increase opportunities whilst equipping the students with the skills and confidence they need for independence and future employment.
- Working with Adult Social Care professionals, to provide an independent assessment of those residents with physical and learning disabilities and mental health problems who currently use local authority transport; to up-skill them and seek employment and further educational opportunities. Developing skills for independence will increase the chances of success for these individuals when the opportunity arises (See appendix for case study).
- Provide training towards accredited **City and Guilds QCF awards**; integrating independent travel into the skills for life and skills for working life framework already offered at the **Stewart Park Training Centre**. This will allow those enrolled on courses to work toward a qualification, increasing their chances for employment.
- A supplementary employment support service will be offered as the final piece of the jigsaw, seeking out opportunities and supporting the newly independent travellers to access them successfully.
- Working in partnership with Redcar and Cleveland, Hartlepool, and Darlington Borough Councils (two of which were successful in Tranche 1 of the LSTF to deliver ITT), and act as the lead authority for Travel Training across the Tees Valley, providing consistency in support and delivery of the package; ensuring cross-boundary network connectivity and representing value for money for all authorities.

Package 4

Providing the right access to information and transport at all stages of a journey is integral to the success of the intervention / campaign. Research shows that a balance needs to be achieved in order to effectively promote campaigns through a combination of advertising mediums. The Council currently use social media such as Facebook and Twitter to promote services, and will continue to do so with all the packages contained within this bid.

Our **Travel Behaviour Change** package will allow us to pull together the other packages in a cohesive manner, to strategically promote them and provide support; creating a shift in travel behaviour, that is sustained post LSTF. Commuter maps will be created (cost £22,500) to compliment current public transport routes and static. These are similar to the Healthy Towns walking and cycling leisure maps (see appendix), and will illustrate key walking and cycling routes to employment zones from all areas of the town over the three year period. They will provide times / distances to and from key employment zones, major retail areas and local amenities. They will be dispensed to all major employers and public buildings in Middlesbrough, as well as on the **Connect Tees Valley** and Council's website, smartphone applications, and on the 5 electronic information terminals across the town. As with the Healthy Towns project providing leisure routes; the maps, coupled with the other packages will provide the final piece of the puzzle for people to plan their own journeys to work with ease - reducing transport as a barrier to employment.

Expanding on another successful Healthy Towns project; The **Sky Ride Local** element (cost £60,000) will fund and produce a series of guided rides by trained and accredited British Cycling employees, and local volunteers. The rides will further compliment the commuter maps and replicate the distances that people will encounter / find acceptable for commuting; broadening users horizons as to what can be achieved, and provides confidence that cycling is a low carbon, accessible mode of transport for all. The package provides Sky Ride leaders to conduct the rides, and train an additional 10 leaders per year.

As a result of local businesses citing the lack of a 'joined up' approach to providing a transport support service, we will work with the **North East Chamber of Commerce** and **Middlesbrough Business Forum**, to create a **Business Breakfast** (cost £45,000), consisting of 8 events per year with additional support and follow up consultations and advice. These will include targeted campaigns such as **Bike Week, Dr Bike, In Town without my Car Day**, personalised travel planning advice and initiatives aimed at providing up to date information about all the proposals contained within this bid (such as the **Access to Employment and Cycling to Employment initiatives** that provide a foundation for this package) as well as the work already carried out by community stakeholders; more commonly directed towards the larger businesses across the town.

Recent monitoring and evaluation work undertaken by Darlington Borough Council provided baseline evidence to be collated and used to set targets and evaluate the outcomes for the project. As part of the overall bid, we would like to monitor the effect that packages will have over the 3 year period. We feel that conducting two travel behaviour surveys (cost £50,000) will be required to evaluate the successes. These will take place in 2012 and 2015. The results will inform the Council of travel behaviour of our residents and businesses for the future, and will enable the Department to assess longer term trend analysis of comparable intervention measures across similar demographical towns, on a national basis.



C2. Package Costs - Required DfT Funding





Package	£k	2012-13	2013-14	2014-15	Total
 Access to Employment	Revenue	66,000	80,000	80,000	226,000
 Cycling to Employment	Revenue	40,500	83,500	83,500	207,500
	Capital	74,667	106,667	121,667	303,000
 Independent Travel	Revenue	76,000	99,500	99,500	275,000
	Capital	3,000	25,000	25,000	53,000
 Travel Behaviour Change	Capital	55,500	32,500	57,500	145,500
Grand Total		315,667	427,167	467,167	1,210,000

Table 5: Package cost breakdowns

C3. Rationale and Strategic Fit

This bid will deliver a group cohesive packages aimed at specifically improving economic growth, and cutting carbon emissions across Middlesbrough. The Council is the lead partner in delivering the aspirations of the **Middlesbrough Sustainable Community Strategy**. Middlesbrough Partnership's vision is "Middlesbrough will be a thriving, vibrant community where people and businesses succeed." As part of the directly elected Mayor of Middlesbrough's '**Reduction Agenda**,' the Council will work with our partners and communities to reduce the barriers that currently slow progress, and more specifically;

- Improve transport - seeing reductions in the proportion of journeys made by car.
- To promote the economic vitality of Middlesbrough - seeing reductions in unemployment.
- To transform our local environment - cutting carbon dioxide emissions.



In addition to the rationale presented in previous sections, we are focusing on areas of high deprivation, with poor levels of sustainable provision. Our proposals support, and make an important contribution towards all the above objectives. Our third Local Transport Plan (LTP3) is also linked to the Local Development Framework (LDF) as well as the Sustainable Community Strategy. The Transport Strategy supports the LDF in promoting Middlesbrough's economic and social development aspirations, and improving the environment. The Council is committed to making Middlesbrough a more sustainable town. It's future strategic direction is one which would be accelerated and underpin it's 'sustainability vision' through the success of this bid in cutting carbon emissions, improving the health of the Community and the provision of sustainable travel options; whilst contributing to the **One Planet Living** and climate change principles and objectives.

The Mayor's Transport Strategy supports the aims of the Local Development Framework in promoting Middlesbrough's economic and social development; whilst improving the environment which are underpinned by related strategies such as the **One Planet Living Action Plan**, the **Sustainable Community Strategy** and the **Tees Valley Economic and Regeneration Statement of Ambition**. Applying the Department's logic mapping, the proposed packages can be broken down, and clearly mapped to the challenges, that Middlesbrough is facing, and the outcomes that we hope to achieve through this bid and LTP3.

Context	Input	Output (and associated LSTF package)	Outcomes (LTP and related strategy objectives)	Impact
Support economic growth, without impacting on local traffic conditions.	Land Use, and Traffic Management Polices, and procedures used to stimulate regeneration.	Sustainable developments practices. Access to Employment Cycling to Employment	Support economic growth by delivering reliable and efficient transport networks.	Economic Growth, Cutting Carbon.
Transform our local environment by reducing CO2 emissions from travel.	Installation of town wide electric charging points, and promotion of sustainable transport improvements and initiatives to stakeholders.	Reduction in short and medium car trips. Access to Employment Cycling to Employment Independent Travel	Reduced carbon emissions, and improved quality of life for transport users and non-transport users. Promote a healthy, local environment.	Cutting Carbon.
Continue the successful promotion and implementation of Active Travel projects and travel behaviour programmes.	Continue to build upon the success of previous externally funded projects to initiative a change in travel behaviour.	Improve the walking and cycling network; increasing the number of people walking and cycling to schools and workplaces. Cycling to Employment Independent Travel Travel Behaviour Change	Reduced carbon emissions, and improved quality of life for service users. Promote a healthy, local environment. Contribute to improved safety, security and health, providing longer life expectancy, by reducing the risk of death, injury or illness arising from modes of transport that are beneficial to health.	Cutting Carbon, Social Inclusion and Health.
Improving the access to employment opportunities within Middlesbrough and neighbouring areas, in particular those who do not have access to a private car.	Investment in sustainable travel options, such as the provision of Improved information and journey planning. Partnership working with all public transport operators. Piloting independent travel training for access to education, employment and training.	Personalised travel planning advice service in partnership with Middlesbrough Business Forum and Job Centre Plus. Access to Employment Cycling to Employment Travel Behaviour Change	Support economic growth by delivering reliable and efficient transport networks. Promote greater equality of opportunity for all citizens, with the desired outcome of achieving a fairer society.	Economic Growth and Social Inclusion.
Improve poor health statistics across Middlesbrough; especially in relation to obesity and heart disease.	Continue to build upon the success of previous externally funded projects to Initiative promoting and implementing active travel projects.	Increase in the number of people partaking in Active Travel. Cycling to Employment Independent Travel Travel Behaviour Change	Contribute to improved safety, security and health, providing longer life expectancy, by reducing the risk of death, injury or illness arising from modes of transport that are beneficial to health.	Health and Social Inclusion.
Meet the needs of stakeholders with a wide range of travel requirements; particularly those with physical disabilities.	Continue to support Shopmobility and build upon the success of previous externally funded projects to promote social inclusion.	Improved accessibility for those with physical disabilities to key facilities. Independent Travel	Promote equality of opportunity for all citizens, with the desired outcome of achieving a fairer society.	Health and Social Inclusion.
Provide a high quality journey experience for all, maintaining the highway network and sustainable transport facilities.	Delivery of Tees Valley Bus Network, and other local improvement projects. Community involvement to improve local areas.	A positive perception of all sustainable modes of transport. Access to Employment Cycling to Employment Independent Travel Travel Behaviour Change	A transport network that can meet the needs of the town on its way up; reducing transport related carbon emissions, with the desired outcome of tackling climate change.	Carbon Reduction.
Target funding at value for money initiatives that are low cost, high impact and innovative.	Continue to prioritise schemes identified on greatest evidenced need, in conjunction with stakeholders.	Targetted, community based approach Access to Employment Cycling to Employment Independent Travel Travel Behaviour Change	A transport network that can meet the needs of the town on its way up.	Economic Growth, Carbon Reduction, Health, and Social Inclusion.

Table 6: logic mapping

C4. Community Support

Middlesbrough's transport strategy, and the contents of both the Tranche 1, and this Tranche 2 submission have been developed through a continuous dialogue with the Local Strategic Partnership, business groups and stakeholders. Our plans contained within this submission, incorporate feedback and extensive consultation. Letters of support and case studies from our partners are included in the appendix.

Vital partners for our bid are Job Centre Plus, Tees Valley Unlimited, The North East Chamber of Commerce, local employment agencies, and those stakeholders working on development and regeneration areas. As mentioned in section A9, the focus is on those entering employment and training opportunities through working with partners who address unemployment on a daily basis. Through partner involvement, we will ensure that sustainable modes of transport are readily available and accessible, reflecting the needs and requirements of the people that need it the most; reaching a positive outcome in creating economic growth across Middlesbrough.

Consultation responses in relation to LTP3 supported linking up communities with outlying economic centres. As well as a lack of public transport provision to the Riverside Park area of the town, there was also strong support and a need for improved cycling infrastructure and facilities into employment centres and training schemes; encouraging sustainable travel. The **Transport Thematic Group** (as part of the Local Strategic Partnership) will provide transport forums throughout the 3 year period to deliver milestones from the bid, and also to continue to involve stakeholders and local community groups.

Section D - Value for Money

D1. Outcomes and Value for Money

Please refer to tables in sections A7 and C7, demonstrating the funding sought and match contributions on DfT investment; and value for money. Infrastructure improvements completed, will add value to the town's existing highway assets. Additional non-infrastructure improvements in particular, will also generate added benefits such as improved accessibility, journey information, ambience and experience, environmental and health benefits. Middlesbrough is fortunate enough to have strong and established private and third sector partnerships; ensuring value for money in working with our 'local experts' who have delivered successful ground level projects, reducing overheads and further increasing sustainability post LSTF. We believe that the packages will achieve a single occupancy vehicle trip reduction of 7%, an overall 15% modal shift towards sustainable modes of transport for residents and visitors traveling in and around the borough; further outlining value for money

Our involvement in the Healthy Towns and Working Neighbourhood Fund projects demonstrate that we have 'tried and tested' what is successful in Middlesbrough; and that we have the capacity and ability to develop cohesive packages to produce benefits to people seeking employment, and to also improve sustainable connections to areas of employment across Middlesbrough. This was evidenced when over 400 people engaged in 2 WNF projects, and the 2,000 bike packages distributed via Healthy Towns. Our interventions will improve accessibility for all, whilst cutting carbon emissions associated with accessing employment, education and training opportunities. Job Centre Plus have provided data in a comparative area of the country to Middlesbrough; that around 90 people per week are rejecting a job offer due to transport issues.

Research for Cycling England states that the savings to the economy from each regular cyclist are approximately £600 p.a. Of this, about £70 are congestion related savings, £50 are productivity gains, and £50 are related to the cost of emissions and ambience. The towns that participated in the Sustainable Travel Towns (STT) initiative generated expenditure of £10 per person, per year. **Our proposals will generate an expenditure of £4.79 per person, per year (£14.38 per person throughout the life of the bid).** Such projects identified that there was a 7.1% reduction in the distance driven per person (247km p.a), which if applying that principle to Middlesbrough; we can generate carbon savings of around 6,500 tonnes p.a for all residents.

'Smarter Choices' research evidences that behaviour change promotions at a town level, can yield modal shift changes of a 9% reduction in car driver trips; an increase of up to 30% in cycling trips; and an increase of more than 10% in walking trips. There is also evidence that integrated packages like we have proposed through the bid, achieve much more than separate elements, which can often produce disjointed results. Local research has identified that respondents feel that they could use alternative forms of transport than the private car on their journey to work, **The most popular alternatives being Bus 29%, Walking 17% and Cycle 15%.**

The research highlighted that respondents' main factors for looking further into these alternatives would come via improvements to the network and private car alternatives, and worsening traffic. This bid will improve the alternatives to the private car through a series of value for money measures (*outlined in the table overleaf*); and demonstrated in the outputs / milestones table in section E2.





Package	Outcome	Outcomes and Value for Money Benefits
 Access to Employment	Provide 'Business Bus' bus service to Riverside Park Business Park and Local Enterprise Zone.	Increased bus patronage by creating public transport links to an area where there are none. The area is set to be a job growth area, and providing a public transport provision highlights the Council's commitment to creating new business and employment opportunities in an area with a student and employment population of 17,000. The service will result in reduced congestion and carbon emissions at peak times on the arterial links, that are vital for commercial traffic.
	Provide an access to employment advice service.	Providing a personalised travel planning service to 150 people accessing employment, education and training will enable training advisors in Job Centre Plus and local job clubs to signpost transport more effectively; enabling job seekers to attend interviews and take up employment offers, as the transport barrier has been removed.
 Cycling to Employment	Provide a Bike Academy to deliver Open College Network accredited maintenance courses.	Using recycled bikes to deliver bike maintenance courses; providing qualifications and the means to cycle to and from employment, education and training opportunities for 200 participants. There will be added value for money benefits through carbon reductions at morning and evening peak times, as well as improved health and social inclusion for Middlesbrough residents.
	Provide route improvements.	Improving 3 main cycle routes from areas of high unemployment to improve accessibility to areas where current and future employment opportunities exist. There will be added value for money benefits through carbon reductions at morning and evening peak times, as well as improved health and social inclusion for Middlesbrough residents. For every 1,000 cycle journeys made, travelling an average of 4 miles; a carbon saving of 42 tonnes is generated. Contribution to Middlesbrough's public health agenda through increased cycling trips by 5% per annum.
 Independent Travel	Conduct access audits, and provide work placements to apprentices and residents with disabilities.	Increasing employability of both young, and disabled residents. Reducing physical accessibility barriers through community audits; to employment, education and training opportunities. Reduced carbon emissions due to an increase in sustainable transport modes. Further expand partnership working with the third sector, conducting 30 community audits; preventing costly reactive maintenance issues.
	Support people to become independent travellers.	Reduction in dependency on LA subsidised services; reducing peak time congestion and carbon generated; as a result people will regularly be using sustainable modes of transport. Increasing employability of 140 young people and adults with disabilities; addressing the barrier that transport poses for people with disabilities seeking work. Encourage participation in the community, including independently accessing local facilities.
	Support people to gain qualifications.	Increasing the employability of young people and adults with disabilities, and raise aspirations of disabled people by increasing social inclusion, and 75% of participants successfully accessing all available opportunities. Train 30 volunteer travel trainers.
 Travel Behaviour Change	Creation of "commuter route" maps for walking and cycling routes.	Increased sustainable transport journeys made to and from work. Improved journey times, reduced congestion / carbon emissions through an increase in cycling trips of 5% per annum. Improved accessibility, health and social inclusion through the legacy that the cycling projects will create.
	Create a transport information service within Middlesbrough Business Forum.	Provide 27 transport information advice service sessions to local businesses in partnership with the Business Forum partnership, via Council employees holding business breakfast events bringing local businesses together to discuss the transport provision, working with our regeneration department to produce a cohesive strategy with the North East Chamber of Commerce. This will result in Middlesbrough's transport network and promotional material encouraging, and reinforce that we are 'fit for business.'
	Supporting Sky Ride Local events through community engagement.	Middlesbrough has had 2 Sky Ride events through the Healthy Towns programme, that helped create a culture of cycling in Middlesbrough. The package will provide 3 overarching guide ride schemes (containing many facets) for both commuting and leisure, and further community events in partnership with British Cycling.
	Travel Behaviour Research Project.	Conduct 2 travel to work surveys in years 1 and 3 of the bid; providing benefits such as baseline and comparative data for the Department and Council to use, to assess long-term trend analysis in a town such as Middlesbrough.

Table 7: Table Outlining Value for Money

D2. Financial Sustainability

Throughout this application form, we have demonstrated that Middlesbrough has already created a lasting legacy for certain forms of sustainable transport; hundreds of people continue to cycle on a daily basis, and use services that received initial support from this bid. We are committed to further extending our sustainable travel legacy through the LSTF and other sources; which will support economic growth and cut carbon.

By boosting employment, reducing carbon, improving health inequalities and social inclusion; we will be increasing the standard of living for people, who subsequently consume more at local businesses and partake in more local culture and leisure activities. This will have a positive impact on other people, and will generally contribute to a more thriving local economy. The Council also hopes to learn further from other Local Authorities and third sector partners in developing community based social enterprise projects, further ensuring financial viability and sustainability. Below is a table summarising the sustainability of the packages included throughout the bid.





Package	Sustainability
 Access to Employment Initiatives	<p>The project will work with the local employment partnerships to educate employees how to effectively signpost / provide specific transport advice, information and incentives to their clients. In the longer term, the agencies will have the necessary travel planning skills to continue offering this advice post LSTF, and this will require no additional funding as establishing communication networks, with businesses and public transport operators, will allow employment agencies to make better use of their own discretionary funds; increasing the level of understanding of local businesses will allow for more creative solutions to future employee transport problems.</p> <p>We expect the Business Bus bus service will be operating on a commercial basis by year 3 of the fund period, and will require no further funding post LSTF as the population area has 17,000 potential users.</p>
 Cycling to Employment Initiatives	<p>Post LSTF, the Bike Academy will charge for Dr Bike sessions; sustaining the initiative. The recycled bike project operates under bikes donated by the police and residents, requiring minimal funding. In training volunteer rangers, Bike Buddies and Bikeability trainers; there will be sufficient resources to continue delivering various initiatives. The pool bikes will become the responsibility of the businesses to loan out and maintain as required, and the Bike Academy will seek to enter in to a service level agreement with businesses to deliver this, resulting in no further funding requirements.</p> <p>The capital investment projects will become adopted as part of Middlesbrough Council's asset management plan. We are seeking sponsorship of the cycle parking facilities from local businesses, which may further increase the number of storage facilities we can offer in the future.</p>
 Independent Travel	<p>The community audits are sustainable, as volunteers / service users of the Shopmobility service will conduct them. There will be associated investment savings made by the proactive approach to access auditing, reducing the pressure on the Local Transport Plan reactive maintenance issues. Shopmobility and volunteers manage the satellite hub, and the ongoing (minimal) utility costs associated with running the hub, will be absorbed in the Council's budget at Stewart Park.</p> <p>The package will also provide a low cost alternative to the local authority transport provision; reducing the demand on associated budgets; and an element of any savings made, are re-invested back into travel training, ensuring sustainability. On cessation of funding, Middlesbrough Council's Integrated Transport Unit will mainstream the travel training service through re-investing the attributed savings from travel training back into providing the service post LSTF. Through the aforementioned savings, they will also commit to and provide extension of the Healthy Towns Incentivised Bike Scheme project, for schools as a means of encouraging low cost, sustainable, independent and active travel for pupils, creating an intervention at an early age.</p> <p>Travel Training encourages life skill development and decreases dependency on support services. Employees in key, strategic areas across the Council will be trained to deliver travel training post LSTF. The package will generate income by marketing, promoting and selling an independent travel service to further neighbouring authorities (Redcar & Cleveland and Darlington Councils have agreed to use the site as part of their successful Tranche 1 submissions, and Hartlepool Borough Council), and other public / private sector organisations. Volunteer recruitment during the initial stages of delivery will ensure longer-term sustainability. Travel training will also be integrated into services that can be purchased via a personal budget.</p>
 Travel Behaviour Change Initiatives	<p>Commuter maps will be made available electronically, ensuring no additional funding requirements. We will also offer local businesses the opportunity to advertise and sponsor the commuter route maps, as well as the business breakfast transport advice forum; enabling the business forum to take ownership, and generate income from members for the established service post LSTF. During the funding period, the Council will work with the business forum to create an online bi-annual survey that all local businesses can complete; enabling further bench marking / monitoring of travel patterns in and around Middlesbrough. The guided rides will train additional volunteer ride leaders, ensuring further sustainability for this element of the package.</p>

Table 8: Outlining Financial Sustainability

Section E - Deliverability

E1. Implementation

Please see the below diagram, illustrating the management and implementation structure of this application. We have an **Active Travel Team** that will work with all stakeholders to deliver the bid. The team have demonstrated their ability and efficiency throughout the Local Transport Plans, Healthy Towns Programme, Working Neighbourhood Fund projects, and partnership working with other Council departments, **Shopmobility** and **Middlesbrough Environment City**, to deliver projects on time and within budget. Each package manager will be accountable, and co-ordinate the programme of works and service level agreements with all partners; ensuring that work programmes are clearly identified and delivered on time, and to budget.



It is also our intention through the **Local Strategic Partnership**; to establish an independent management board group who will monitor and support the initiatives undertaken through the bid. This will provide a monitoring and reporting framework which will ensure the objectives of this bid are met through the provision of robust financial and project management to deliver the LSTF. The members of the board will represent a wide range of community partners from both the public and private sector. The board will be an effective consultation forum and ensure the initiatives are delivered and aligned to meet the needs of the Community.



Table 9: Management and Implementation Structure

E2. Output Milestones





Package activity	Output/outcome	Annual targets 2012/2013	2013/2014	2014/2015
 Access to Employment	Residents using the service to access employment, training or volunteering opportunity	50	50	50
	Town Hopper bus service implemented (serving 200+ businesses at Riverside Business Park)	1	1	1
	Front line employment support employees trained to offer travel planning advice (per annum).	50	50	50
	6 local businesses will support the scheme.	2	2	2
	15% increase in use journey of planning website	5%	5%	5%
	30 individuals referred, via 'Access to Employment' to the Bike Academy for training and advice	10	10	10
 Cycling to Employment	Sustainability Strategy produced			1
	Creation of the Bike Academy	1		
	Dr Bike events attended	10	15	15
	Unemployed people receiving OCN training	50	75	75
	People receiving accredited training	225	300	375
	People trained as Bikeability instructors	5	5	5
	Major cycling infrastructure improvement schemes implemented	1	1	1
	Pool bikes offered to workplaces	60	70	70
	Installation of lockable cycle parking at strategic locations (per annum)	3	3	4
	Installation of cycle stands at strategically located SME's	40	40	40
	Increase in the numbers of recorded cycling journeys (per annum)	5%	5%	5%
	Commuter route destination maps created (per annum)	3	3	3
	 Independent Travel	Recruit volunteers and conduct Access Audits	10	10
Recruit travel training volunteers		10	10	10
Young people trained to travel independently (age 14-19)		25	30	30
Adults trained to travel independently		15	20	20
Trainees that will access employment, education and training opportunities.		75%	75%	75%
Local Authority support staff trained		20	20	20
Accredited and Non-accredited training		50	60	60
Individuals in receipt of road safety training	50	75	75	
 Travel Behaviour	Business Breakfast events (per annum)	8	8	8
	Guided SkyRide Local packages delivered (per annum)	1	1	1
	Travel Surveys conducted	1		1

Table 10: Outputs & Targets

E3. Summary of Key Risks

Risk	Scenario	Mitigation
Difficulty to obtain match funding.	Cost estimates inaccurate; resulting in delays in delivery and release of next phase of funding.	Package costings followed the best practice and informed by quotes of actual costs, and that of successful projects delivered across Middlesbrough. Strong project management and governance processes are in place to ensure delivery deadlines are adhered to.
Insufficient support from partners or the public.	Conflict between delivery partners.	Service level agreements will be produced to account for any such conflict. Previous close collaborative working with partners has demonstrated full and detailed levels of support.
Capacity of third / voluntary sector.	Lack of volunteers to deliver services.	We have worked closely with stakeholders to ensure that the capacity to deliver their elements of the bid; in particular supporting disabled people. We will continue to arrange volunteer recruitment events in partnership with Teesside University. Middlesbrough Council has an established volunteer recruitment and training package.
Complications associated with capital project delivery.	Material / time estimates inaccurate.	Utilise the Council's Highways Design Team effectively, Plan accordingly using a capital and revenue project management system; embarking upon community consultation accordingly. Monthly budget performance clinics will be set up by package managers.
Standard of service provision.	A member of the public is injured as a result of one of the packages.	Only accredited trainers will deliver training. Investment in training courses and programmes are paramount. Quality assurance procedures will be underpinned throughout the bid. Training will be in line with current legislation and practices.
Change in Political Landscape.	Lack of political support from Members Office.	Continue to brief and involve the Executive Member for Streetscene and Highways & Transportation, as well as provide briefings for the Corporate Management Team, Scrutiny Committee and Local Strategic Partnership Groups.
Failure to sustain scheme delivery post LSTF.	Cost estimates inaccurate for financial forecasting.	Development of a business plan for sustaining the packages beyond the funded period; and development of partnerships through the delivery of the project to access additional funding for the project.
Negative public perception / media coverage.	Media coverage not highlighting benefits the LSTF will bring.	Regular briefing sessions with stakeholders and local media through Middlesbrough Council's Press Office. Effective marketing throughout the funding period.

Table 11: Key Risks

A risk log will be used to record all associated risks with both the capital and revenue elements of each package. Each package manager will manage each risk with measures designed to minimise and mitigate risks agreed by the independent management board (**Transport Thematic Group**).

E4. Project Evaluation

In line with previous experience on funded projects with partners; Middlesbrough Council are fully committed to undertake monitoring and engage with the DfT and other partners to evaluate the proposals outlined. Middlesbrough Council will on behalf of all stakeholders; co-ordinate an annual programme evaluation / cost-benefit analysis pro-forma for the department detailing progress against outputs and milestones, covering the following; **Traffic and Road Casualty data, Carbon Emissions, Behavioural and Attitudinal Changes, Local Business income and Employment Trends**. Diversity monitoring and assessments will also take place to ensure equality for all. Our partner organisations have an excellent track record in supporting evaluation work linked to the delivery of new and innovative projects for public sector bodies and other funders.

Appendix

Independent Travel Case Study

Example 1.

Middlesbrough Council Case Study for Independent Travel Training

We choose to work with a young lady to develop her independent travel skills to and from a work placement. Her alternative transport options were limited and included Dial-A-Ride, private taxi hire or buying support worker hours (decreasing the amount of valuable time spent with her support worker enjoying other activities during the remainder of the week). These alternatives were costly and limited the young ladies level of independence.

The client has Autism, and the condition had previously prevented her from travelling on her own due to a reduced ability to cope in new and challenging situations. She used travel training to build on her independence and adopt coping strategies so that she could travel unaccompanied to her work placement with a major retailer in Middlesbrough.

Since participating in training, she has grown in confidence, and has managed to secure a part-time position with the retailer. Rather than depending on local authority subsidised transport provision, or private taxi hire, the client now makes full use of her English National Concessionary Travel Pass; she also uses her new skills in her leisure time to meet her support worker for shopping and cinema trips. Without travel training, it would not have been possible for her to realise these opportunities.

Extract from Clients Travel Training Progress Diary

Date: 06/09/11

Journey Description: Home to Work placement in Middlesbrough Town Centre. First attempt at unaccompanied independent travel

Start time: Leave home 9:00, number 12 bus departs 9:13, arrive at work before 10:00 am start.

Student will: Complete the journey unaccompanied, practice the skills learned in previous travel training sessions. Contact the travel trainer by telephone during stages of the journey to check on progress.

Staff will: Respond to client's telephone calls and text messages. Speak to client at around 9:45 to ensure she has arrived at work successfully, Meet up at the end of her shift to discuss progress and any issues arising during today's journey.

Student comments: I am happy to have travelled independently. It is something I did not think I would be able to do, there are some things I am still worried about but my travel trainer will help me learn to cope.

Staff comments: X made the journey to work and back completely independently. Her progress since the start of the programme has been extensive. X will require additional support over the coming weeks as her condition may lead to her panicking in new situations; however, she should be proud of how far she has come.

Parent comments: Prior to X starting on the programme I was terrified of her becoming an independent traveller, I was worried she would be unable to cope in new situations and would not have the ability to adapt to problems which may arise during the journey. However, her confidence levels have soared and her new found enthusiasm for independence is fantastic. I am really pleased with the bespoke support offered through travel training, and I hope that this is the first step to increased independence for my daughter.

Examples of previous Travel Training & promotional collateral

Independent Travel Handbook for Buddies

Travelling on Community Transport

Who can use Ayrasome Community Transport?

Ayrasome Community Transport provides a door-to-door service for residents of Middlesbrough with a disability or who are unable to use public transport. All the vehicles used by Ayrasome Community Transport are modified and specially adapted to meet the needs of people with a disability. The drivers receive regular training in respect of disability awareness, risk assessment and customer care.

You can qualify for the service if you meet one of the following criteria:

- You qualify for the Blue Badge
- You are registered blind
- You are a wheelchair or invalid
- You are aged 80 years or over
- You are in receipt of the full Personal Attendance Allowance, Mobility Allowance, War Pension Living Allowance, War Pension Mobility Supplement

The service is available 7 days a week, first pick-up time, but this is subject to change. If you would like to book a journey please contact Middlesbrough Council on 01642 229620.

Cycling

Whether it's for fun or you are travelling to school, college or work, walking or getting on your bike are great ways to stay healthy.

There are lots of cycle routes for you to use across Middlesbrough. These can be found on quiet routes where there is no traffic, or busier routes on a cycle path of the side of a road.

If you would like more information about cycling in your area please contact Middlesbrough Council on 01642 229620.

If you want to start using your bike, you must always remember you wear a helmet, and also making sure your bike is in a good condition and is secure when you are not using it.

For more information about cycle training and looking after your bike please contact Middlesbrough Cycle Centre on 01642 219620.

Walking

Getting around town on foot is an easy and healthy way to travel. It has many benefits, including improving your mental health.

Middlesbrough Council is working to improve the environment for people walking around the town and on our public rights of way. This includes making routes more accessible for those with disabilities.

Walking is something many of us do without thinking, however, you should always remember the importance of staying safe when out and about. This includes your personal safety and road safety skills.

If you would like information about improving your skills, please contact Middlesbrough Council on 01642 728797.

Bus Buddies

Bus Buddies is a free service, which provides training on how to travel on your own. The service is available for adults with learning disabilities who live in Middlesbrough.

The training offered as part of Bus Buddies includes personal safety, following directions, road safety and getting on the bus or train. You can get this training if you have a learning disability and live in Middlesbrough, are attending a college or work or are moving into independent living.

Travelling by Bus

Many of the buses on Teesside are designed to allow wheelchair and scooter boarding. This number is set to rise over the next few years, as companies invest in new vehicles. Local councils have also been powered or manual ramps, which make it easier for people to get on and off a bus easier.

Teesside's North East (0167) 200 22 332 can give details of which routes have 'easy access' buses.

Bus companies can also provide to provide information about the type and size of scooters and wheelchairs their services can accommodate. Contact details for the main bus companies are:

Shoppacoch
Call 0191 567 32 33 – all staff on this number are type-talk trained.
Email: info@shoppacoch.co.uk
www.shoppacoch.co.uk

Arriva
Call Customer services on 0191 281 3323
Email: enquiries@arriva.co.uk
www.arriva.co.uk

Travel on bus services in Middlesbrough is free with a Concessionary Travel Pass.

Leven Valley
Call 01642 720566
Email: leventravelpass.co.uk

Middlesbrough
moving forward

Examples of previous cycle maps & promotional collateral



Letters of support

13 FEB 2012

necc
North East Chamber of Commerce

Mr Derek Gittins
Head of Highways and Transportation
Middlesbrough Council
Vancouver House
Gurney Street
Middlesbrough
TS1 9FW

Dear Mr Gittins,

Many thanks for continuing to update the NECC with your plans regarding Sustainable Transport and infrastructure plans for Middlesbrough. I write to offer the support of North East Chamber of Commerce, (A Membership Organisation that can boast the support of 4000 members across the North East of England.) towards Middlesbrough Councils proposals outlined in the Local Sustainable Transport Fund bid. As we are aware Middlesbrough is currently facing increasing financial and economical hardship, and the proposals within this bid will aid the area to boost its position locally.

The NECC works with North East businesses to improve conditions for business and aid in the economic growth, skills and encourage investments / developments in to the North East. By supporting this bid we feel that the opportunities to create more jobs, investment and growth within Middlesbrough can be achieved by making the improvements that businesses require.

The work that Middlesbrough Council has completed as per the North Middlesbrough Accessibility project has significantly improved transport in terms of freight/business access to our economic areas of the Town, and has encouraged businesses to move to the area or expand, however employee movements are limited.

The North Middlesbrough Accessibility Scheme is a proposal previously supported and has proven to be extremely beneficial to Middlesbrough and the developments and redistribution coupled with the movement of transport in and out of the Industrial and town centre locations, have proven to be a success.

We are therefore particularly keen that Middlesbrough Council is looking to work in partnership with Job Centre Plus in order to support transport initiatives to assist job seekers back in to the work force. In particular, the proposed bus service, recycled bike scheme, and network improvements in to our major employment zones in the North via will be vital for the success of allowing a free flowing workforce, whilst not increasing congestion on a stretched network.

Tees Valley Local Office:
Commerce House,
Exchange Square,
Middlesbrough TS1 1DW
Tel: +44 (0)1642 773 400 Fax: +44 (0)1642 652 333
E-mail: teesvalley.office@necc.co.uk www.necc.co.uk

North East Chamber of Commerce Trade and Industry.
A Company Limited by Guarantee. Registered in England No. 2938084.
Registered Office: Aykley Heads Business Centre, Aykley Heads, Durham DH1 5TS

Accredited by



INVESTOR IN PEOPLE



Supporters of
north east
england

We wish you well with your current plans and joint working to deliver the proposed schemes.

Your Sincerely



Joanne Fryett
Head of Member Relations

Tees Valley Local Office:
Commerce House,
Exchange Square,
Middlesbrough TS1 1DW
Tel: +44 (0)1642 773 400 Fax: +44 (0)1642 652 333
E-mail: teesvalley.office@necc.co.uk www.necc.co.uk

North East Chamber of Commerce Trade and Industry.
A Company Limited by Guarantee. Registered in England No. 2938084.
Registered Office: Aykley Heads Business Centre, Aykley Heads, Durham DH1 5TS

Accredited by



INVESTOR IN PEOPLE



Supporters of

north east
england

Mr Derek Gittins

Head of Highways and Transportation
Middlesbrough Council
Vancouver House
Gurney Street
Middlesbrough
TS1 9FW

Date 15th February 2012

Dear Mr Gittins,

Job Centre Plus would like to offer this support letter in relation to Middlesbrough Councils Local Sustainable Transport Fund bid.

Middlesbrough has a higher than average unemployment rate (standing at 7.4%), with certain wards reaching up to 16.2%. The proposals to work with our customers in order to remove transport as a barrier for accessing employment will assist these people to be greater equipped to enter the job market.

We believe that the access to employment package will be extremely beneficial for our clients, as there will a new bus service to the Riverside Park area of the Town where employment opportunities exist, and there is no public transport provision. The personalised transport advice service will be valuable in reducing the accessibility barriers to gaining employment; ensuring that customers receive high quality bespoke information, assisting their travel needs for attending interviews and employment. The cycle recycle scheme will also be beneficial, by providing valuable qualifications to our customers, assisting in their search for employment.

We have previously worked with Middlesbrough Council on successful projects in recent years, including the Working Neighbourhood Fund (WNF), which assisted people back in to employment. A successful bid to the Local Sustainable Transport Fund would greatly improve economic vitality for people living and working in Middlesbrough.

Carol Daniell
External Relations Manager
Durham and Tees Valley Jobcentre Plus



Fabrick Housing Group
4th Floor
Centre North East
73-75 Albert Road
Middlesbrough TS1 2RU

T: 01642 257810
F: 01642 257811
enquiries@fabrickgroup.co.uk
www.fabrickgroup.co.uk

3 1 2012

Derek Gittins
Head of Highways and Transportation
Middlesbrough Council
Vancouver House
Gurney Street
Middlesbrough
TS1 9FW

27th January 2012

Dear Mr Gittins

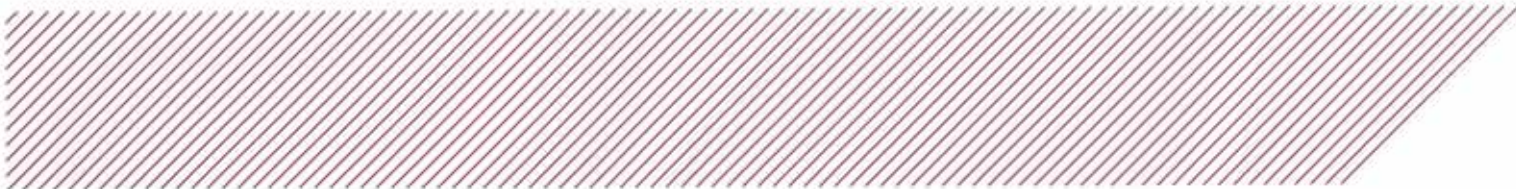
Fabrick Housing Group would like to offer this letter of support toward Middlesbrough Council's Local Sustainable Transport Fund application, and pledge £100,000 over the funding bid period toward the fund, to deliver walking and cycling improvements that will encourage local residents to travel in a sustainable manner to employment and retail opportunities.

The majority of our tenants are located in the East and North of the Borough, where unemployment is at its highest, which is co-incidentally the area which the bid is focussed upon. By improving conditions for sustainable transport within these areas we are helping to improve the mobility of our customers, and supporting accessibility for leisure, work transport and retail access.

We feel that by making this contribution available to Middlesbrough Council, we can make improvements for the area in these times of uncertainty, and wish you every success in your application.

Yours sincerely

Chris Smith
Managing Director
Erimus Housing Ltd





Derek Gittins
Head of Transportation & Highways
Middlesbrough Council
PO Box 502
Vancouver House
Gurney Street
Middlesbrough
TS1 9FW

February 2012

Dear Derek

Re: Local Sustainable Transport Fund Bid Proposals

Thank you for the opportunity to comment and make suggestions towards your proposals for the Local Sustainable Transport bid. Teesside University takes environmental issues seriously, and recognises the importance of the development of sustainable travel as a key factor in the reduction of carbon emissions. Teesside University campus is situated within close proximity to the Town Centre and has a student and employee population approaching 17,000 during term time.

Teesside University support the Council's bid for funding from the Local Sustainable Transport Fund, and would welcome the opportunity to work collaboratively, in delivering initiatives that promote sustainable transport options to our University staff, students and the wider community.

Following the success of the previous partnership bids/funding we have worked on with your organisation; we'd be very keen to work in partnership again. Following our discussions regarding improving the capacity for cycle parking on the University campus for our staff and students we also see the benefits of improving the mobility of the local workforce to increase job opportunities, and the importance of encouraging investment in to the area in order to retain the skills gained by our students. We feel that the measures being proposed by Middlesbrough Council will benefit the area to this effect by working to encourage businesses to establish within the Enterprise Zone in the North of the Town; creating jobs for graduates of the University.



I can confirm that if Middlesbrough Council were successful in obtaining funding towards the provision of new cycle parking for the University Campus, Teesside University would be willing to contribute funds in the region of £15,000 towards this initiative.

If you wish to discuss the above further please don't hesitate to get in touch with myself or Richard Cuthbert (Environmental & Travel Policy Facilitator) here at the University.

Thank you.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'D Minchell', with a long horizontal flourish extending to the right.

Denis Minchell
Head of Estates
Teesside University

South Tees Hospitals

NHS Foundation Trust

The James Cook University Hospital
Marton Road
Middlesbrough
TS4 3BW

www.southtees.nhs.uk

Tel:01642 850850

20th February 2012

Dear Derek

RE: Local Sustainable Transport Fund

As you will be aware South Tees Hospitals NHS Foundation Trust is actively promoting sustainable modes of transport. At our James Cook University Hospital site we have an active travel plan, which has been recently updated and a major part of our plan is our partnership links with yourselves.

We have worked closely with you on the Healthy Towns project, and we have received huge success for the hospital and for a large number of staff through projects such as the Incentivised Bike Scheme, improvements to cycle lanes on the main access road to the Hospital, and the procurement of a travel information terminal.

To support this excellent work in partnership with Cycling England, the James Cook site has provided secure cycle lockers on site for staff to use, we now have 265 lockers located around our site. We also have committed funding for secure cycle compounds, signage around the site, IT schemes to look at bike buddies / journey planners, cycle maintenance courses and marketing of various cycling initiatives.

We are a major employer in Middlesbrough, and our location is on a busy transport corridor. To compliment our ongoing work within the trust to reduce congestion on the local transport network and to support climate change; we have employed a Modern Apprentice to provide administration for the schemes and we have dedicated management support for future sustainability of the initiatives outlined in your bid.

In conclusion we look forward to supporting Middlesbrough Council in this bid to the Local Sustainable Transport Fund, and as a result are willing to contribute £20 000 towards the Cycling to Employment package, to demonstrate our commitment towards partnership working, for cycling in Middlesbrough.

Yours sincerely,

A handwritten signature in black ink, appearing to read "J. Moulton", with a small flourish at the end.

Jill Moulton
Director of Planning



MIDDLESBROUGH

Environment City

02 FEB 2012

50a The Avenue
Linthorpe
Middlesbrough
TS5 6QT

25th January 2012

FAO Derek Gittins

Tel: (01642) 811300

Fax: (01642) 815786

Email: mec.info@classmail.co.uk

Web: www.menvcity.org.uk

Dear Derek,

Local Sustainable Transport Fund

I am writing in support for the above proposal being submitted by Middlesbrough Council.

As you aware Middlesbrough Environment City is an independent charity and civil society organisation that promotes healthy and sustainable living in Middlesbrough. We are closely involved in the roll-out of One Planet Living in Middlesbrough, which is now being used as the delivery mechanism for sustainability within Middlesbrough Council and the wider community. In addition to environmental benefits, the programme will save residents money, provide new economic opportunities and improve quality of life.

We are pleased to be a partner in the bid. The proposals will complement the Middlesbrough Cycle Centre, which we have been running in partnership with the Council since 2002. The Cycle Centre now has regular usage from over 50 cyclists per day, whilst our existing community training programmes are currently oversubscribed. The programme would greatly increase capacity to deliver cycle recycle schemes, safe cycling training and cycle maintenance training in the community. In turn this will improve the opportunities for the most disadvantaged people in Middlesbrough to access employment and training opportunities through cycling.

MEC will make contribution to the project of £41,000 in-kind in terms of management support over the lifetime of the project to the Bike Academy initiative (Year 1 £11,000, Years 2 and 3 £15,000pa). MEC will also make a cash contribution of £50,000 towards staffing and delivery of training (Year 1 £30,000, Years 2 and 3 £10,000pa).

In addition, MEC will support the project through raising awareness and identifying synergies with our other projects. There are particularly close linkages with our urban farming work in terms of how beneficiaries access food growing opportunities.

Please do not hesitate to contact me should you require additional information.

Yours sincerely,

MARK FISHPOOL

Director

promoting healthy and sustainable lifestyles

Middlesbrough Environment City is the trading name of Middlesbrough Environment City Trust Ltd.
Company limited by Guarantee Registration No. 3386853. Registered Charity No. 1070131.



2008-2009
Tackling Climate Change



3 February 2012

Dear Mr Gittins

Middlesbrough College wishes to express its support for Middlesbrough Council's Tranche 2 Local Sustainable Transport Fund application to the Department for Transport.

The College is a major employer in Middlesbrough with approximately 1,000 employees and 10,000 students attend the College each year to develop their skills and knowledge, to improve their employment prospects and the contribution they can make to the local, regional and national community.

The College provides a full range of academic, vocational and professional programmes and also offers bespoke provision for commercial and industrial clients and a growing range of higher education provision franchised from the University of Teesside. It also provides, and provides a number of facilities – sports facilities, a theatre, a restaurant and hair and beauty salons – open to the wider community.

Since September 2008 the College has been based at Middlehaven, close to central Middlesbrough, having relocated from four sites distributed around Middlesbrough to an area which is part of an award-winning regeneration zone, to which there are no public transport links. The College population travels to the College from throughout the Tees Valley and beyond.

The College has made significant sustainability progress since relocating to the Middlehaven site, and currently 70% of our population arrive by either active or sustainable transport. The College has worked closely with the Council and other agencies to achieve its success, and has provided subsidised bus services to and from the College.

In response to a growing demand for its services, the College is seeking to expand its facilities. From September 2012 the College will have an addition to its current facilities, a dedicated Sixth Form Centre located adjacent to the current building. By improving accessibility to the College, we can improve the levels and quality of education and training for local people and increase the prospects for the area by reducing the percentage of people living in the area with no qualifications, which currently stands at 19.4%. Middlesbrough College staff and students will benefit from the packages outlined in this application, such as the access to employment package, which helps students to access businesses for work experience and other activities.

The College welcomes and supports the proposals, which will increase sustainable access via providing the extension of the existing subsidised bus service, route improvements and secure cycle parking provisions.

We will continue to work closely with the Council and wish you every success with the bid to the Department of Transport.

Yours Sincerely

Mike Hopkins

Principal and Chief Executive

Tees Valley Unlimited

Cavendish House
Teesdale Business Park
Stockton-on-Tees
TS17 6QY
Tel: 01642 524400
Fax: 01642 524468

Web: www.teesvalleyunlimited.gov.uk



Date: 26 January 2012
Direct Line: (01642) 524464
E-mail: steve.payne@teesvalleyunlimited.gov.uk

Derek Gittins
Highways and Transportation Manager
Middlesbrough Council
PO Box 65
Vancouver House
Gurney Street
Middlesbrough
TS1 1QP

Dear Derek,

Middlesbrough Council – Local Sustainable Transport Fund, Tranche 2 Bid

I am writing on behalf of Tees Valley Unlimited (TVU) to offer our support for the Local Sustainable Transport Fund (LSTF) Tranche 2 bid that is being submitted by Middlesbrough Council.

The re-submission supports the aims and objectives and provides excellent synergy with our own Tranche 2 LSTF bid, as well as with the wider Metro project covering the whole of the Tees Valley. If both bids are successful we have a great opportunity to promote sustainable transport as a real option for local journeys whilst at the same time helping to support the economy during these challenging times.

I wish you every success with the bid and look forward to hearing the outcome in due course. If I can be of any further assistance in the meantime please do not hesitate to contact me.

Yours sincerely

A handwritten signature in blue ink that reads "S. Payne".

Steve Payne
Integrated Transport Manager

16 FEB 2012

Richenda Broad
Assistant Director, Children's Trust and Performance
Children, Families and Learning
PO Box 501, Vancouver House, Gurney Street, Middlesbrough, TS1 9FU

Tel: (01642) 728500
e-mail: richenda_broad@middlesbrough.gov.uk

Mr Derek Gittins
Head of Highways and Transportation
Middlesbrough Council
Vancouver House
Gurney Street
Middlesbrough
TS1 9FW

Please reply to:
John Keelty
IYSS
Acklam Green Centre
Stainsby Road
Whinney Banks
Middlesbrough
TS5 4JS

Our Ref: JK/2134
Your Ref:
Direct Line: (01642) 811130

15th February 2012

Dear Mr Gittins,

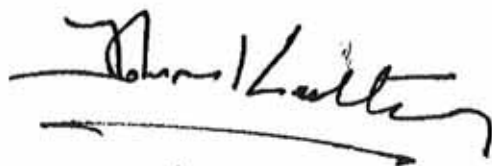
Re: Local Sustainable Transport Fund Application

Middlesbrough Councils Local Sustainable Transport Fund (LSTF) bid outlines a programme of packages, which will be of great assistance to the local area, and its population. On behalf of Middlesbrough Integrated Youth Support Service (IYSS), I would like to offer our full support toward the bid.

Middlesbrough IYSS works with teenage young people between the ages of 13 – 19. A key aim of IYSS is to help young people make a successful transition into adult life; this includes access to education, employment and training opportunities. The bid compliments our work by providing additional transport to ensure young people have access to the local labour market post 16. This will help to reduce the inequality gap that currently exists and make a significant contribution to reducing the number of young people not in education, employment or training, therefore helping to reduce child poverty in the town.

If you would like any further information regarding young people and the local labour market, please do not hesitate to contact me.

Yours sincerely



John Keelty
IYSS Manager





marketing • public relations • events • promotions • brand strategy • creative

January 30th, 2012

Dear Mr Gittins,

Middlesbrough Business Forum is proud to offer this letter as support of Middlesbrough Councils Local Sustainable Transport Fund bid.

The bid proposals will certainly assist the business forum continue with the positive work that has already been completed over recent years, and bring transport for employees to the forefront of the local businesses community.

Middlesbrough Business Forum has been delivering an integrated programme of information and event activity for over 5 years and has an active membership base of over 1,250 Middlesbrough businesses. The majority of these are small/medium sized enterprises with 10 or fewer employees. From early experience we know that these businesses were often the hardest to engage with due to their nature, however through the launch and growth of the forum they now form the majority of attendees. This has resulted in improved communication channels and the ease with which we can impart information effectively to hard to reach groups.

We are offering invitations to all of our Breakfast Exchange networking events (8 per year) to the bid manager and employees to attend and engage with businesses to make improvements to local sustainable transport initiatives. We feel that this will be a significant benefit in making positive steps forward for the whole area and ensure that the local business community is communicated with in an effective way. In addition to this we will be able to provide space for news stories within our magazines and monthly e-shots when required.

On behalf of Middlesbrough Business Forum.

Kind regards

A handwritten signature in black ink, appearing to read 'Lisa Holt', with a horizontal line underneath.

Lisa Holt

we do marketing
multimedia exchange 72-80 corporation road middlesbrough TS1 2RF

drop us a line: 01642 224706
send us stuff: sayhi@wedo-marketing.co.uk
see what we do: www.wedo-marketing.co.uk

registered office: as above registered in england number: 5613750 VAT registration number: 880 4954 92

Derek Gittins
Head of Transportation and Highways
Environment Division
Middlesbrough Council

30th March 2011

Dear Mr Gittins

British Cycling are the National Governing Body (NGB) for cycle sport in the UK and with our partners at B Sky B, the UK's largest media organisation, we are committed to getting 1 million more people on a bike by 2013. Through the Sky Ride programme we aim to get more people of all ages and abilities cycling regularly.

British Cycling fully supports Middlesbrough Council's bid to the Local Sustainable Transport Fund.

In 2010 the Skyride event in Middlesbrough resulted in 6,000 people getting on a bike to cycle 9 km of traffic free streets. The Sky Ride Local programme of smaller led rides ran in Middlesbrough from August to October and was attended by 629 local people. These rides are led by local people (trained by British Cycling to be National Standard ride leaders) who guide participants along the route, and provide tips and advice on cycle safety and skills. Evaluation of the Sky Ride programmes in Middlesbrough show that 84% of participants said they will cycle more regularly following their experience and that 1 in 10 Sky Ride City participants went on to become regular cyclists (1 x per month). Furthermore 298,000 people have been influenced by the Sky Ride national campaign of which 92,000 (1 in 3 people) have cycled more regularly. The best target market for making the change from recreational cycling to commuting are people in the frequent* category (*cycle at least once a week). The 2010 Sky Ride Local programme demonstrated that participation in the recreational led ride programme would lead to 50% of frequent cyclists 'definitely' cycling more. 39% of these frequent cyclists said that the recreational focussed led rides had inspired them to try commuting to work by bicycle. The British Cycling partnership with Middlesbrough Council has enabled the Sky Ride programme to be delivered in Middlesbrough and has led to significant direct engagement with local people enabling them to engage with cycling. This has helped to:

- Reduce carbon emissions
- Improve the health and wellbeing of the community
- Promote modal shift to greater use of the bicycle
- Increase the capacity of the local workforce through professional qualifications

The existing partnership between British Cycling and Middlesbrough Council has been extremely successful and further investment in this partnership will enable both parties to further increase participation in cycling in Middlesbrough. The partnership arrangement with British Cycling will lever additional cycling activity and resources into the town through



British Cycling
Stuart Street
Manchester M11 4DQ

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britishcycling.org.uk

programmes such as the new Breeze Women's Cycle Network (Lunchtime Breeze rides during 2011 helped Middlesbrough Council achieve the Better Health at Work Gold Award) .

*A pilot of the Social Cycling Network (between November 2011 and Feb 2012) has been utilised to facilitate a Middlesbrough Bike Bus to enable commuters to cycle along a pre determined route with other cyclists, making stops at key local employment and educational sites. The Social Cycling Network pilot gives the Middlesbrough Bike Bus, and local employers free access to the state of the art www.goskyride.com ride registration web facility, where additional bike bus routes can be timetabled, catering for the specific needs of different organisations. Participants can register online for rides, obtain further information regarding cycling opportunities in Middlesbrough and communicate with other cyclists from their area. An extension of the British Cycling partnership with Middlesbrough Council will enable the development of the pilot model into a sustainable social cycle ride package that can be introduced into workplaces, schools and communities for promoting cycling as a mode of transport for those journeys.

Yours sincerely

Peter Riddell
Recreation Manager (North East)
British Cycling



Dear Mr Gittins,

I write to you to highlight the commitment of the executive Committee of Middlesbrough Shopmobility toward Middlesbrough Councils Tranche 2 bid submission to the Local Sustainable Transport Fund.

The aims and objectives of the proposed bid match the ethos of our work, and we are fully committed to the independent travel package by undertaking community audits in a pledge to make the town more accessible for everyone. By improving access, we can contribute to an environment that promotes social inclusion for residents and visitors, many of whom are currently isolated due to the existing physical and perceived barriers.

The proposals will also help to educate our clients travel choices, and a more accessible network will allow opportunities for local journeys to be made, promoting economic growth, through sustainable access to local retailers.

Our motto is 'Independence for All'. We are confident that the proposed projects support our ethos.

Yours Sincerely



On behalf of the Executive Committee
Middlesbrough Shopmobility

1st Floor Car Park
Hill Street Shopping Centre
Middlesbrough
TS1 1TE

tel: 01642 254545
email: info@middlesbroughshopmobility.co.uk
www.middlesbroughshopmobility.co.uk

Registered Charity No. 1076622



Priory Woods School & Arts College, Tothill Avenue, Middlesbrough, TS3 ORH

Tel: 01642 770 540 Fax: 01642 770 541

Headteacher: Mrs Bernadette Knill

www.priorywoods.middlesbrough.sch.uk

To Derek Gittins,

Priory Woods School and Arts College is a community special school for pupils aged 4 to 19 with severe and profound and multiple learning difficulties. The school has recently been rebuilt and is co-located with Ormesby Comprehensive School and Engineering College. The two schools share a large site and a range of outdoor facilities including travel training facilities which include a pelican, puffin and zebra crossing and bus stop. A cycle track was completed in July 2011. Our school covers utilities costs on site, and our staff have worked, and will continue to work, to develop the facilities.

As a school for the future our travel training facilities were joint funded by ourselves, via a successful School Travel Plan application and Middlesbrough Council. We planned the facilities so they would be a resource, not just for ourselves, but for the whole Tees Valley area. We would welcome its use by other schools and to support this we have identified a suitable teaching area in school that has easy access to the travel training area, toilets and a kitchen area. The facilities could also be made available to a range of community organisations outside school hours.

Our vision for the Independent Travel Centre was for a facility that would provide ongoing training from an early age so our young people would eventually be able to become independent travellers. I am writing to confirm our commitment and enthusiastic support for Middlesbrough Council's Local Sustainable Transport Fund bid. By securing this money our vision for the centre will hopefully become a reality.

PP. Neasham.

Assistant Head Teacher.

21/2/12.



sheila_neasham@middlesbrough.gov.uk



MIDDLESBROUGH DISTRICT HQ

Bridge Street West
Middlesbrough
TS2 1AB
Telephone: 01642 326326
Facsimile: 01642 303163

Your Ref:

Our Ref: **M/KR/JH**

When telephoning please ask for:
Superintendent Ravenscroft Ext 3100

20 February 2012

Mr Derek Gittins
Head of Highways and Transportation
Middlesbrough Council
Vancouver House
Gurney Street
Middlesbrough
TS1 9FW

Dear Mr Gittins

Local Sustainable Transport Fund Bid

Cleveland Police is committed to further developing its own Travel Plan, and will continue to work with the Council to reduce carbon emissions, promoting active and sustainable transport modes to our employees based within Middlesbrough.

We actively support Middlesbrough Council's Local Sustainable Transport Fund (LSTF), and in particular the cycling initiatives outlined by the Bike Academy's neighbourhood 're-cycle surgeries' and 'recycled bike scheme' for the unemployed.

As a result, we would like to continue the partnership work, in donating pedal cycles as and when the opportunity arises.

Yours faithfully

Karen Ravenscroft
Superintendent
District Commander

26 January 2012

Mr D Gittins
Middlesbrough Council
Vancouver House
Gurney Street
Middlesbrough
TS1 9FW

27 JAN 2012

Dear Mr Gittins

On behalf of Arriva Bus Company, I write to support Middlesbrough Councils Local Sustainable Transport Fund proposal.

Our company offers public transport service within Middlesbrough and the Tees Valley, and we are making benefit of the investment as part of the Tees Valley Bus Network Improvement scheme to improve accessibility to public transport. The proposals outlined within the LSTF bid will further assist public transport patronage, and increase the network of bus routes available to the population, helping to create a more joined up and frequent service.

In particular, the Independent Travel Training Centre, as it creates future bus users, who previously did not have access to employment and training opportunities due to not having the skills necessary to travel independently.

We are pleased to offer our support towards Middlesbrough Councils bid, and look forward to further partnership working.

Yours sincerely



M Ellis
Commercial Manager

Our Ref: DCE

17 February 2012

Mr D Gittins
Middlesbrough Council
Transportation & Highways
Environment Division
PO Box 502, Vancouver House
Gurney Street
Middlesbrough
TS1 9FW

Dear Derek,

Local Sustainable Transport Fund

I write to express this Company's support for Middlesbrough Council's proposals in respect of the Local Sustainable Transport Fund.

Stagecoach North East is one of the major public transport operators in Middlesbrough and we believe that the Councils' proposals will improve our operating environment and help to enable the continued provision of a high level of service to the community.


We believe that the proposals for a Transport Advice Service will encourage the use of more sustainable travel modes, including buses, and this will help to reduce the increasing levels of congestion in the town.

We have previously been involved in discussions about the Independent Travel Training initiative that Middlesbrough Council has devised. LSTF funding would enable this innovative proposal to progress, giving users the skills necessary to travel independently and access employment and training opportunities previously closed to them. We would be very willing to work in partnership with the Council in offering more information and support to improve disabled passenger experiences on public transport further.

As you know, we have invested heavily in converting our bus fleet in Middlesbrough to low-floor easy access, and now that this is substantially complete, it would be very helpful to encourage as many disabled potential passengers as possible to use the bus network. In addition, the Council's idea on promoting the bus network to potential users will help to persuade travellers in the town to use a more sustainable mode of transport.

We look forward to continuing our partnership working with the Council, and are pleased to offer our support for the bid.

Yours sincerely,


John Conroy
Managing Director

Stagecoach North East trades as:
Stagecoach in Newcastle, Stagecoach in South Shields and Stagecoach in Sunderland
Registered Office: Busways Travel Services Ltd, Daw Bank, Stockport, Cheshire SK3 0DU (Registered in England & Wales No. 2295227)
Stagecoach in Hartlepool and Stagecoach on Teesside
Registered Office: Cleveland Transit Ltd, Daw Bank, Stockport, Cheshire SK3 0DU (Registered in England & Wales No. 2516698)

Wheatsheaf
Sunderland
SRS 1AQ

T 0191 567 5251
F 0191 566 0202

stagecoachbus.com



Environment

Environment Services

PO Box 502, Vancouver House, Gurney Street, Middlesbrough, TS1 9FW **Tel: (01642) 245432**

Dear Mr Gittins,

MIDDLESBROUGH LOCAL SUSTAINABLE TRANSPORT FUND BID

On behalf of the Transport Thematic Group, I would like to offer you our support for the Tranche 2 submission proposed to the Local Sustainable Transport Fund.

We were grateful for the opportunity to hear your proposals and the group welcomes the chance to assist by acting as the management board for this bid.

We were very pleased to see the inclusions of some of the initiatives that have commenced under the Middlesbrough Healthy Towns and Working Neighbourhood Fund programmes. We are totally convinced that the initiatives for public transport, cycling and walking have had a major impact in the way that people are viewing these sustainable travel options, as a means of travelling to and from work.

Can I wish you good luck in the bidding process and confirm that we will be pleased to assist in any way possible.

Yours Sincerely



Brian Glover

CHAIR, TRANSPORT THEMATIC GROUP

Derek Gittins
Head of Transportation and Highways
Middlesbrough Council, Environment Division
PO Box 502, Vancouver House
Gurney Street, Middlesbrough, TS1 9FW

Dear Derek,

RE: Support letter for Middlesbrough Council's Local Sustainable Transport Fund Tranche 2 Submission

This letter confirms NHS Middlesbrough's full support of Middlesbrough Council's LSTF bid. Sustainable transport measures are important not only 'in cutting carbon and creating growth' but have far reaching impacts on the population's health and wellbeing.

Sustainable transport measures and Active Travel are a key part of our public health and well being approach in Middlesbrough. As one of the nine areas across England participating in the Healthy Towns Programme, Middlesbrough Council in close partnership with NHS Middlesbrough, the private sector, voluntary and community sector and local communities successfully implemented a number of Active Travel measures. This included infrastructure development, incentivised bike schemes for schools and workplaces, cycle shelters and changing facilities, urban safety management, workplace travel planning and safer routes to work and school. We have recently opened a closed road cycling circuit and will be running a town-wide cycling event following last year's successful SkyRide event.

This LSTF submission will enable Middlesbrough to progress efforts towards making Middlesbrough a healthy town, as well as delivering the wider social and economic benefits for the community. Please do not hesitate to contact me should you require any further details.

Yours sincerely,



Edward Kunonga
Acting Director of Public Health
NHS Middlesbrough and Middlesbrough Borough Council

Food Network Corporation Ltd

4 Harwood Court

Riverside Park

Middlesbrough

TS2 1PU

FAO: Chris Orr
Safe and Active Travel
Middlesbrough Council
Vancouver House
Gurney Street
Middlesbrough
TS1 9FW

25th January 2012

To whom this may concern

I am writing in support of the proposed subsidised bus route around Riverside Park in Middlesbrough.

We are a small food manufacturing site located approximately 25 mins walk from the town centre, which is the closest bus stop from all directions.

I believe that improving accessibility in this area for people who do not have their own transport, would greatly improve the number of candidates we have for job interviews. We have had people decline an interview as we are not on a bus route. We have also experienced issues in the past with retaining staff as they have had problems reaching our premises, particularly in adverse weather conditions, without the use of a car. Staff with childcare responsibilities are also hampered as they are unable to work hours required of them when having to account for a 25min walk to the nearest bus stop.

If you require any further information, please do not hesitate to contact me on 01642 221522.

Yours sincerely

J Monks

Jennie Monks
Operations Director
Food Network Corporation Ltd