

**Local Sustainable Transport Fund - Application Form**

Guidance on the Application Process is available at:

[www.dft.gov.uk/pgr/regional/](http://www.dft.gov.uk/pgr/regional/)

Bids for both small projects and initial proposals for large projects should be no more than 20 pages long.

**Applicant Information**

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

Thurrock Council

**Senior Responsible Owner name and position:**

Bill Newman – Corporate Director of Sustainable Communities

**Bid Manager name and position:**

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**Website address for published bid:** <http://www.thurrock.gov.uk/travel/transport/>

## **SECTION A - Project description and funding profile**

**A1. Project name:** Thurrock Sustainable Travel Choices

**A2. Headline description:**

Our LSTF package is focused on enabling a modal shift away from single occupancy car use towards sustainable transport such as walking, cycling and public transport. The dominant element of the package is the delivery of Smarter Choices measures, including workplace travel planning, school travel planning, station travel planning, personalised journey planning, liftsharing, as well as marketing and promotional activities. These measures will be complemented by targeted improvements in sustainable transport infrastructure for walking, cycling and public transport. Furthermore, we will develop a Freight Quality Partnership and associated measures to improve the economic and environmental performance of local industry in this authority area.

**A3. Geographical area:** *Thurrock Council area*

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

**Small project bids**

Tranche 1 bid



**A5. Total package cost (£m):** 7.996

**A6. Total DfT funding contribution sought (£m):** 5.0

**A7. Spend profile:**

<b>£K</b>	<b>2011-12</b>	<b>2012-13</b>	<b>2013-14</b>	<b>2014-15</b>	<b>Total</b>
<b>Revenue funding sought</b>	£ 435	£ 875	£ 920	£ 970	<b>£ 3,200</b>
<b>Capital funding sought</b>	£ 265	£ 365	£ 540	£ 630	<b>£ 1,800</b>
<b>Local contribution</b>	£781	£706	£756	£753	<b>£2,996</b>
<b>Total</b>	<b>£1,571</b>	<b>£1,946</b>	<b>£2,216</b>	<b>£2,353</b>	<b>£7,996</b>

## A8. Local contribution

The table below outlines the expected local funding available that will be contributing towards our LSTF programme.

Contributor	2011/12	2012/13	2013/14	2014/15	Total
Thurrock Council staff cost contributions <sup>1</sup>	£60,000	£60,000	£60,000	£60,000	<b>£240,000</b>
Thurrock Council revenue for passenger transport marketing	£10,000	£10,000	£10,000	£10,000	<b>£40,000</b>
Sustrans <sup>2</sup>	£75,000	-	-	-	<b>£75,000</b>
Healthy Living Solutions Community Interest Company – cycle hub and spoke <sup>3</sup>	£27,617	£27,617	£27,617	-	<b>£82,851</b>
DP World port and business park – travel plan <sup>4</sup>	£100,000	£100,000	£100,000	£100,000	<b>£400,000</b>
DP world port and business park - other <sup>5</sup>	£120,000	£120,000	£120,000	£120,000	<b>£480,000</b>
Other developer contributions <sup>6</sup>	£388,000	£388,000	£388,000	£388,000	<b>£1,552,000</b>
Travel plan fees secured from developers <sup>7</sup>	-	-	£50,000	£75,000	<b>£125,000</b>
<b>GRAND TOTAL</b>	<b>£780,617</b>	<b>£705,617</b>	<b>£755,617</b>	<b>£753,000</b>	<b>£2,994,851</b>

The rail industry via Network Rail will also be making significant investment during the LSTF period, most notably platform extensions to accommodate 12-coach trains at Grays, Purfleet, Ockendon, Stanford le Hope, Tilbury Town, and East Tilbury. Other station improvements funded from a number of sources, including train operator c2c, are planned, such as improved cycle parking at Ockendon. c2c also has plans to carry out joint marketing of trains with Lakeside Shopping Centre. Activities and investment in rail beyond May 2013 will be dependent on the requirements of the new franchise and the operator's own plans and priorities, but is likely to include investments such as cycle parking at stations and station travel plans, as well as support for the metrorail marketing and promotional campaign.

Lakeside Shopping Centre is a valued partner in the delivery of sustainable transport improvements. It is committed to a full time travel plan manager and the on-going delivery of its travel plan, joint marketing of trains with current train operator c2c, improvements at Chafford Hundred station with c2c and further improvements to the bus station, bus information and signing (including a Lakeside Public Transport Guide), sponsorship of Thurrock cycle marathon and web based journey planning. The bus operator Ensign will be supporting Lakeside with some of their initiatives, in addition to their on-going support for the provision of bus information.

In addition to local contributions, we are also investing a significant proportion of our LTP integrated transport block capital funding into sustainable transport infrastructure that will complement and further enhance our LSTF programme. This investment is outlined in the table below.

<sup>1</sup> Revenue funded staff time towards mainly project management and co-ordination

<sup>2</sup> For Bike It up to March 2012, some feasibility work, and cycle parking

<sup>3</sup> Dependent on successful Big Lottery Fund bid

<sup>4</sup> Travel Plan (planning condition). Contribution spread over 10 years

<sup>5</sup> Includes bus turnaround at Stanford station, bus service to London Gateway, pedestrian subways and toucan crossings (planning condition). Approximate costs have been spread over 10 years

<sup>6</sup> Estimated from previous 4 years contributions secured towards public transport, walking and cycling

<sup>7</sup> Awaiting development of a robust system for collecting contributions. Assumes fees system, once developed, will secure funding to cover monitoring etc., rather than the actual delivery of travel plan measures

Complementary LTP Funding	2011/12	2012/13	2013/14	2014/15	Total
Walking, Cycling and Public transport	£344,000	£360,000	£360,000	£455,000	<b>£1,519,000</b>
Travel Planning	£10,000	£20,000	£20,000	£50,000	<b>£100,000</b>
Other LTP3 and revenue funding <sup>8</sup>	£200,000	£200,000	£200,000	£200,000	<b>£800,000</b>
<b>Total</b>	<b>£554,000</b>	<b>£580,000</b>	<b>£580,000</b>	<b>£705,000</b>	<b>£2,419,000</b>

## A9. Partnership bodies

The table below outlines the partners who will help us to manage and deliver our LSTF programme and their roles. Many of these partners will be on our LSTF board, which will be integrated within existing arrangements of the Thurrock Shaping Thurrock Transport Local Strategic Partnership (LSP) sub-group. The LSTF presents an exciting opportunity to refocus and transform the group into one that will play an active role in helping to deliver the LSTF package, including by prioritising measures, gaining wider support, identifying schemes and aligning activity with the work programmes of our partners.

Partners	Role/ area of involvement
Highways Agency	<ul style="list-style-type: none"> <li>Professional expertise and advice re SRN</li> <li>Aligning with demand management work managed by HA</li> </ul>
c2c	<ul style="list-style-type: none"> <li>Station travel plans</li> <li>Station improvements</li> <li>Smarter choices/ marketing</li> <li>Metrorail</li> </ul>
Bus Operators	<ul style="list-style-type: none"> <li>Bus stop improvements and environment</li> <li>Smarter choices/ marketing</li> <li>Information</li> </ul>
Sustrans	<ul style="list-style-type: none"> <li>Bike It</li> <li>Rangers</li> <li>Cycle Parking</li> <li>Cycling feasibility work</li> </ul>
Lakeside Shopping Centre	<ul style="list-style-type: none"> <li>Workplace travel planning</li> <li>Promotion of sustainable transport to access the site</li> <li>Improvements to sustainable transport infrastructure</li> </ul>
Tilbury Port	<ul style="list-style-type: none"> <li>Workplace travel plan</li> <li>Freight quality partnership</li> </ul>
DP World/ London Gateway	<ul style="list-style-type: none"> <li>Workplace travel plan</li> <li>Improvements to sustainable transport infrastructure</li> <li>Freight quality partnership</li> </ul>
Thames Gateway South Essex Board <sup>9</sup>	<ul style="list-style-type: none"> <li>Key liaison role with wider business and development community</li> </ul>
Essex County Council	<ul style="list-style-type: none"> <li>Disseminating best practice to Thurrock Council on smarter choices</li> <li>Joint working on Business Accreditation and awards</li> <li>Metrorail and other cross boundary issues</li> <li>Learning forum as project progresses</li> </ul>

<sup>8</sup> Design, monitoring etc. of sustainable transport infrastructure, and delivery of revenue funded schemes such as promotion of pedestrian safety

<sup>9</sup> Lead by elected Leaders and Cabinet Members of the six local authorities representing South Essex, along with an independent Chairman. Together with local communities and businesses it identifies and agrees the regeneration priorities for the whole area and deals with central Government Departments with a unified voice.

Partners	Role/ area of involvement
Southend on Sea Borough Council	<ul style="list-style-type: none"> <li>• Metrorail and other cross boundary issues</li> <li>• Learning forum as project progresses</li> </ul>
East Sussex, Essex, Kent, Medway, Thurrock and Southend Local Enterprise Partnership (LEP)	<ul style="list-style-type: none"> <li>• As the coordinating body for transport in the LEP, the council will work very closely with LEP members to ensure the right priorities are delivered</li> </ul>

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

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

Thurrock is situated north of the River Thames, twenty miles east of central London in South Essex and has a population of approximately 150,000. The borough covers 165 sq. km and has a diverse range of land uses and associated environmental issues. More than half of the land in Thurrock is designated Green Belt and it has over 18 miles of riverfront. Much of the riverside area of Thurrock is highly urbanised, with a mixture of industrial and residential development at the western and eastern ends. The Borough has a number of main settlements, including Grays, Stanford-le-Hope, Corringham, South Ockendon and Tilbury, together with a number of villages in the Green Belt. Thurrock also contains the relatively new community of Chafford Hundred and Lakeside Regional Shopping Centre.

Thurrock is undergoing significant change. It is part of the Thames Gateway national growth area, the UK's top priority for social and economic regeneration. Between 2001 and 2026, Thurrock will need to accommodate 23,250 new homes, as well as 26,000 new jobs. A significant amount of this growth will be found at Lakeside and London Gateway, a new deep-sea container port combined with what will be Europe's largest logistics park. The transport implications of growth include the need for limiting the traffic growth and the congestion that is likely to ensue, as well as the increased CO<sub>2</sub> emissions from transport that are likely to result.

Thurrock is relatively deprived, with five super output areas (SOAs) in the most 10% deprived in England and a further seven in the most 20% deprived. Deprivation is particularly bad in terms of income, education, employment and crime with up to 32 SOAs in the worst 20% in England. Accessibility to employment and further education, especially by non-car modes, can act as a barrier to reaching a range of job and educational opportunities, ultimately affecting the ability of people to find the right job for them and limiting their potential. The risk and perceptions of crime and safety are also likely to impact on the transport network, particularly in terms of the use of sustainable and active modes such as walking, cycling and public transport.

Health deprivation is generally better than Thurrock's overall deprivation. However, the number of primary school children who are obese is significantly higher than regional levels and is in the bottom quartile nationally. Adult obesity is above the national average and the proportions of physically active and healthy eating adults are significantly below national averages. There is clearly a need to get more Thurrock people involved in sport and physical activity. Low uptake of sustainable and active transport usage coupled with barriers to accessing healthcare and fresh healthy food are likely to play a major role in Thurrock's health issues.

Thurrock has a diverse built and natural environment. Although the Borough contains a number of built heritage assets, including seven Conservation Areas, 240 listed buildings and one historic park, there is a need for general improvement and regeneration. The Borough also has sites of international and national importance for nature conservation including a RAMSAR site, 15 Sites of Special Scientific Interest and 70 Local Wildlife Sites. Within the Borough there are 2 Special Landscape Areas classified for their landscape importance in a regional and countrywide context and more than half the land area is classified as Green

Belt. It is important to ensure that transport does not adversely affect these environmental assets such as through noise, air, water and light pollution.

Air quality is a significant problem in Thurrock and issues have been highlighted in relation to two regulated air pollutants – nitrogen dioxide (NO<sub>2</sub>) and particulate matter (PM<sub>10</sub>). There are currently fifteen Air Quality Management Areas in Thurrock declared for exceeding pollution limits as a result of transport emissions and many of these can be directly attributed to freight transport emissions.

## **B2. Evidence**

Traffic has grown substantially over the past ten years in Thurrock by 15% between 2000 and 2009, compared with only 8% nationally and regionally. However, traffic growth has slowed down considerably in recent years, with five-year growth at only 1%. This is likely to be, at least in part, a direct result of the economic downturn.

The planned expansion of 23,250 dwellings and provision of 26,000 jobs by 2026 will put enormous pressure on Thurrock's transport network. Based on TRICS data for the South East, Thurrock will need to accommodate at least 55,000 additional daily car trips from new dwellings in Thurrock by 2016 and 92,000 by 2021. Our Infrastructure Deficit Study (Colin Buchanan, 2010) highlighted numerous parts of the highway network that are expected to be over or approaching capacity in 2021 against a base growth scenario leading to queuing, increased journey times and obstructed traffic flows.

As an indicator of congestion, average journey times per mile during the weekday morning peak on locally managed A-roads in Thurrock are generally lower than national and regional averages. However, between 2008/09 and 2009/10 average journey times increased in Thurrock by 1.9%, compared with only 0.4% nationally and 0.5% regionally, showing that our roads are becoming congested at a faster rate than elsewhere.

Congestion on our strategic road network (A13/A1089) also shows a worsening picture of congestion. Although there has been a reduction in congestion indicators from Aveley to Tilbury, there has been a 1% reduction in speed and a 9% increase in delays per 10 miles from Tilbury toward Aveley between 2006 and 2009. Traffic along this route is likely to increase significantly with planned growth, impacting further on congestion, particularly when the new London Gateway port opens. There is therefore a need to reduce the number of short distance trips along this route in advance of the new port in order to improve economic performance, particularly as this route leads to and from Tilbury and the new London Gateway port, which are international gateways and play a significant role in the Thurrock economy. Further congestion along this route will have economic impacts across the region and the UK.

As a result of the local logistics economy, there are high levels of Heavy Goods Vehicles (HGVs) on the road network. HGVs are large and take up more road space than cars and light duty vehicles, further limiting road network capacity and impeding traffic flows. HGV traffic has grown substantially over the past ten years in Thurrock by 9% between 2000 and 2009, compared with a 6% decrease nationally. However, HGV growth has slowed down in recent years, with five-year growth at only 6%, likely a result of the economic downturn. Freight traffic is likely to grow significantly as a result of the London Gateway port development. Spatially, HGV flows are highest in Tilbury approaching the port, the industrial waterfront areas in Purfleet, the M25 and along the A13, particularly at the junction with the Dock Approach Road to Tilbury.

To date, thirty workplace travel plans have been adopted in Thurrock since 2003. Analysis of 2001 census travel to work statistics show that there is significant scope and opportunity for encouraging a modal shift to more sustainable transport modes for travel to work in Thurrock, as there are relatively low levels of walking (6%), cycling (2%) and bus use (4%) for travelling to work, balanced by high levels of train (13%) and car use (58%). Increased adoption and implementation of workplace travel plans may encourage a modal

shift in travel to work patterns, but more targeted and dedicated investment will be required to fully maximise modal shift benefits.

In terms of the distance travelled to work, 14% of workplace journeys are under 2km – a very reasonable walking or cycling distance, but walking and cycling only account for 8% of all journeys to work. Additionally, those travelling a distance to work of between 2km and 5km (17%), could viably walk, cycle or use the bus, although only 12% of the resident population use these modes to travel to work.

Based on TRICS data for the South East, Thurrock will need to ensure the provision of an additional 18,500 public transport trips per day as a minimum by 2021. This proportion of public transport trips assumes that existing travel behaviour continues.

Census figures for travel to work by bus in 2001 were relatively low at 4.4% compared to 5.7% nationally. However, performance indicators for public transport in Thurrock shows trends of significant improvement since then. Bus patronage has more than doubled between 2003/04 and 2009/10, with the LTP2 target significantly surpassed. The increase in patronage may be linked to improvements to bus punctuality, which has also increased significantly by 17% between 2005/06 and 2009/10, from 72.5% to 85%. Bus satisfaction, however, remains relatively low in comparison with national and regional trends.

Excellent progress has been made through school travel planning in encouraging more children to walk and cycle to school and for fewer to travel by car, as the adoption of School Travel Plans at 100% of Thurrock schools continues to influence the way in which parents and children choose to travel. Returns from the national School Pupil Level Annual School Census (PLASC) journey survey identified that 28.2% of all journeys to school in Thurrock were made by car in 2008/09 – a decrease in car use of 33% since 2003/04.

Road transport emissions in Thurrock were responsible for 443,920 tonnes of CO<sub>2</sub> in 2008, a reduction of 2% on 2005 levels. Road transport in Thurrock accounts for 25% of the area's total CO<sub>2</sub> emissions. Between 2005 and 2008, per capita road transport CO<sub>2</sub> emissions have reduced by 6%. However, per capita road transport emissions in Thurrock are currently 2.86 tonnes per annum – 18% higher than regional levels and 34% higher than UK levels. More detailed analysis of road transport emissions show the majority (51%) arise from traffic using A-roads, followed by traffic using the minor roads (25%) and the motorway (24%). Emissions from traffic using A-roads have increased slightly since 2005, but all other sub-sectors have decreased by 1% to 9%. High levels CO<sub>2</sub> emissions arising from A-roads are likely to be at least partly due to through traffic using our strategic road network.

### **B3. Objectives**

In order to deliver the *Thurrock Transport Strategy* (LTP3) vision for transport, a series of strategic aims were developed. These aims outline the broad goals that Thurrock Council wishes to achieve to move towards the realisation of the vision. Within each aim, a set of objectives define the precise intentions as to how the aim will be achieved. Whereas the aims are broad, the objectives are focused, tangible and precise, and can be validated through the use of indicators and associated targets.

Our proposed LSTF package is focused on increasing the number of people walking, cycling and using public transport and reducing the number of single occupancy car journeys in Thurrock. This will work to improve access to services (especially school and employment), increase public transport patronage and satisfaction, improve road safety (especially for cyclists and pedestrians), reduce traffic levels, greenhouse gas and air pollution emissions. As can be seen from the table below, our proposed LSTF package will work to support nearly all of our LTP3 objectives, with the exception of reducing vulnerability to climate change.

Theme Aim	Theme Objectives	LSTF
<b><i>Delivering Accessibility</i></b>		
Thurrock Council, in partnership with other organisations, will enable better access to employment and educational opportunities and other key services, particularly to those in disadvantaged groups or areas.	<b>ACC1:</b> To improve accessibility to services, especially education, employment and hospitals	✓
	<b>ACC2:</b> To tackle deprivation by improving access to services	✓
	<b>ACC3:</b> To increase levels of walking and cycling, especially where health benefits would be greater	✓
	<b>ACC4:</b> To continue increasing public transport patronage	✓
<b><i>Tackling Congestion</i></b>		
Thurrock Council will effectively manage the demand for travel in Thurrock through a policy of encouraging sustainable development patterns and use of public transport, walking and cycling.	<b>CON1:</b> To encourage a modal shift away from the private car to walking, cycling and public transport, especially to work and school	✓
	<b>CON2:</b> To encourage a modal shift for freight from Heavy Goods Vehicles onto rail and water	✓
	<b>CON3:</b> To improve bus satisfaction	✓
	<b>CON4:</b> To minimise traffic growth	✓
	<b>CON5:</b> To increase public transport patronage	✓
<b><i>Improving Air Quality and Addressing Climate Change</i></b>		
To contribute towards the mitigation of climate change and reduce the vulnerability of the transport network in Thurrock to climate change impacts, whilst also protecting human health from the adverse effects of air pollution.	<b>AQ&amp;CC1:</b> To improve air quality, particularly in Air Quality Management Areas, in line with National Air Quality Strategy objectives	✓
	<b>AQ&amp;CC2:</b> To reduce nitrogen dioxide emissions from transport	✓
	<b>AQ&amp;CC3:</b> To reduce particulate matter emissions from transport	✓
	<b>AQ&amp;CC4:</b> To reduce carbon dioxide emissions from transport	✓
	<b>AQ&amp;CC5:</b> To reduce vulnerability to the impacts of climate change	X
<b><i>Safer Roads</i></b>		
Thurrock Council will work to achieve a reduction in the number of casualties on the Borough's transport network.	<b>SAF1:</b> To reduce the number of people killed or seriously injured in road traffic collisions	✓
	<b>SAF2:</b> To create a safer environment for road users, especially those who are more vulnerable	✓
	<b>SAF3:</b> To mitigate road danger as a barrier to community regeneration	✓
<b><i>Facilitating Regeneration</i></b>		
Thurrock Council, in partnership with other organisations, will ensure that the transport infrastructure that is required to deliver better opportunities for residents and employees is delivered in a timely and coherent manner.	<b>REG1:</b> To promote economic regeneration by reducing congestion	✓
	<b>REG2:</b> To promote social regeneration by delivering accessibility	✓
	<b>REG3:</b> To promote environmental regeneration by improving the quality of the built and natural environment	✓

## **SECTION C – The package bid**

### **C1. Package description**

## **1 Smarter Choices**

### **1.1 Workplace Travel Plans**

Our evidence shows that there is significant scope for modal shift in travel to work. To that end, voluntary workplace travel plans will be facilitated and developed in conjunction with employers in Thurrock (beginning with the largest), in order to encourage a modal shift away from single occupancy car use, particularly for those journeys to work under 5km. Research has found that journeys to work are the hardest to shift – but also that they pay the biggest dividends as they tend to take place at peak times, affecting the economy the most and causing congestion on the road network. The areas with employers that will be prioritised for workplace travel planning are Grays (including Thurrock Council), Lakeside and London Gateway, including Thurrock Council. To incentivise the uptake of voluntary workplace travel plans we will:

- Provide experienced, professional assistance in developing workplace travel plans
- Identify and provide sustainable transport infrastructure required at major employment locations to improve sustainable access to employment sites, such as Lakeside and Grays
- Provide car sharing database “group pages” for employers developing travel plans (see Section 1.3)
- Host an annual travel plan awards ceremony
- Provide personalised journey planning days at major employers (see Section 1.4)
- Provide “Bikability” training programmes at major employers
- Reduce the need to travel by providing assistance in helping employers to identify areas where business related travel and expenses can be reduced significantly

In addition to voluntary travel plans with existing businesses, we will also continue to require travel plans through s106 agreements for new developments. We also have a need to set up a system for securing developer contributions that will contribute towards delivering our Smarter Choices programme in the longer term. To that end, we would like to commission expert, professional advice in devising such a system. Post LSTF, we can use these developer contributions and the lessons we learn over the LSTF period to move on to assisting employers in other areas of Thurrock to develop travel plans.

### **1.2 Sustainable Travel to School**

In Thurrock, every school has now adopted a School Travel Plan and, as a result, the proportion of children travelling to school by car has reduced from 42% in 2003/04 to 24% in 2010/11. We will continue focusing our efforts on supporting the delivery and implementation of school travel plans, particularly at those schools with the highest levels of children travelling to school by car, as identified by the most recent Mode of Travel survey. Measures to further encourage a modal shift in travel to school include:

- Continuing to provide experienced, professional assistance in refreshing existing school travel plans, where needed
- Identifying road safety improvements, such as traffic calming, 20 mph zones and pedestrian crossings, to encourage walking and cycling to school where safety is an issue
- Continuing to support the Sustrans provision of the “Bike It” for encouraging cycling at our schools
- Enforcement of parking restrictions around schools
- Continuing to provide the “Bikeability” cycle training programme at schools to give both children and parents the skills and confidence to cycle safely

- Providing car sharing database “group pages” for primary schools, where parents can connect with each other to arrange a car pool (see Section 1.3)
- Hosting an annual school travel awards ceremony

### **1.3 Lift Sharing**

Not all single occupancy car journeys will be able to shift to walking, cycling or public transport. To that end, we will look to further reduce single occupancy vehicle journeys by promoting car sharing. Initially, there is a need to set up and promote a borough wide Thurrock liftsharing website and database. From there, we will focus on developing and promoting private group schemes within this area wide site for specific business and school destinations via their travel plans in order to reach the highest density of people travelling to common destinations. This will be focused on those employers developing voluntary workplace travel plans. We will also work with employers to ensure that car sharing is further supported by preferential parking on site, where possible.

### **1.4 Personalised Journey Planning**

The Sustainable Travel Demonstration Towns highlighted significant success in reducing traffic and encouraging a modal shift through personalised journey planning. Personalised journey planning highlights travel choices people may not realise they have. Direct contact is made to interested individuals to provide locally relevant travel information and support. It motivates people to think about their day-to-day travel choices and to try small changes that often make life easier and travel more fun. We will aim to provide personalised journey planning to around 50% of Thurrock households during the LSTF funding period.

These projects have a uniquely customer-focused approach, which is critical to their success and therefore will be focused on providing personalised journey planning days at the largest employers in the Borough through the workplace travel planning process.

Additionally, studies have shown the people who are at a point of significant change in their lives are the most likely to consider making a change in the way they travel. Since Thurrock is likely to be a place of significant housing and jobs growth, we feel we can capture a substantial number of people making a life change and offer a personalised journey planning service to all new employees at workplaces with a travel plan and to parents with children starting at a new school. We will also work closely with local estate agents to provide personalised journey planning to people who are moving house, including offering them a service through which we can help them to choose and determine a sustainable location in Thurrock in which to search for housing, such as being close to their workplace.

Finally, in order to further facilitate the positive health outcomes that arise from active travel, we will look to provide personalised journey planning to households within those wards where health issues occur, including Grays Riverside, Tilbury and Purfleet. This will provide the learning required for delivering personalised journey planning on an area wide level across the remainder of the Borough beyond our LSTF programme.

### **1.5 Marketing and Promotion**

Providing residents with information about sustainable travel, together with a range of incentives to use them, can be one of the most effective ways of reducing car travel. The Sustainable Travel Demonstration Towns highlighted the importance of investing in a strong brand for the Smarter Choice Programme, with a clear local identity and a positive tone, as well as ensuring that information and publicity materials were widely distributed, using many outlets. Initially, we would like to focus on creating a unique “brand” identity that is wider than “the Council” for promoting sustainable travel in Thurrock.

Our promotional campaign will be focused around partnership working with local estate agents, to create a brand that will attract people to live, work and travel locally and sustainably in Thurrock. As can be seen in Section 1.4, part of this work will be focused around providing personalised journey planning to those looking to move to or within Thurrock.

Additionally, the Essex Traffic Control Centre is also well equipped to provide members of the public with sustainable transport information, such as public transport information and cycling routes. We would like to make better use of this existing resource by providing financial support to maintaining this service through the Essex Traffic Control Centre.

## **2 Walking and Cycling**

The experience of the Sustainable Travel Demonstration Towns underlined the importance of supporting efforts to promote walking and cycling with a strong programme of improvements in the quality and safety of the walking and cycling environment. To further encourage walking and cycling in Thurrock it will be necessary to invest in improving the quality of these networks.

In order to prioritise walking and cycling improvements in Thurrock, a network of Core Walking and Cycling Routes has been identified. Routes within Grays, Tilbury and Lakeside/ West Thurrock will be delivered as priority routes through the LSTF. Cycle parking will also be improved, through the travel planning process, in retail areas, schools and in large employment areas, including Grays town centre and Lakeside. Additionally, those rail stations with the least amount of sustainable transport infrastructure will be prioritised for sustainable access improvements, such as secure, covered cycle storage.

To further promote these capital investments in walking and cycling infrastructure, we would also like to develop walking and cycling route maps for key destinations and other promotional literature, using our new branding, to inform people about these active, healthy travel options.

## **3 Public Transport**

In the Sustainable Travel Demonstration Towns, interventions targeted at specific modes were shown to be most effective when accompanied by improvements in quality. We are currently in the process of bidding for major public transport service and infrastructure improvements through the DfT major scheme funding process for South Essex Rapid Transit (*sert*). If successful, *sert* will significantly enhance the Thurrock public transport network, along with related initiatives.

However, in addition to *sert*, there is a need to make specific improvements to our existing public transport assets and routes in order to encourage a modal shift to public transport. Working in partnership with our commercial bus operators, we will identify those bus stops that require improvements throughout the Borough, where there is agreement that substandard public transport facilities are adversely affecting patronage. Additionally, there is also a need to improve the provision of bus information, particularly at Grays and Lakeside interchanges.

Evidence from household surveys in the Sustainable Travel Demonstration Towns suggests that proportionately greater investment in a systematic approach to reduce car use for travel to work, especially for longer commuter trips (over 10km) has the potential to achieve substantial savings in traffic and carbon. Our best option for tackling longer distance journeys to work is through increased use of rail. Thurrock has seven rail stations hosting an excellent service between Southend and London, all of which are underutilised for journeys within the Borough. Spatial analysis shows that

the majority of Thurrock residents are within a 1-2 mile radius of a rail station – an ideal distance for accessing rail stations by foot or bicycle.

To encourage a modal shift to rail, we will work with the existing train operating company, c2c, to develop station travel plans at Grays and Chafford Hundred rail stations during the first half of the LSTF programme. In the latter half of the LSTF programme, we will look to develop station travel plans at the remaining five stations, in conjunction with the letting of the new rail franchise in 2013. These station travel plans will be used to identify those sustainable transport interchange improvements that are required at Thurrock’s rail stations to facilitate this change.

To further enhance the use of our existing rail assets within the Borough, we will work with the train operating company to develop and agree a Thurrock “metrorail” marketing and promotional campaign, focused on the good value for money that this service offers. Additionally, we will look to develop a more effective structuring and marketing of integrated ticketing products, such as Oyster and PlusBus, as well as opportunities to develop special offers for local businesses through the workplace travel planning process, where the commercial opportunity arises. This will capture and encourage a modal shift for a number of economically significant journeys by improving sustainable access to employment throughout the Borough.

## **4 Freight Measures**

To improve the economic and environmental performance of our logistics industry, we will work to develop a Freight Quality Partnership with the local freight industry, businesses, residents and other interested parties. Through the Freight Quality Partnership measures to tackle freight issues in the Borough can be delivered. A Freight Quality Partnership will help to develop an understanding of distribution issues at the local level and to promote constructive solutions, which reconcile the need to transport goods with local environmental issues and social concerns. The Freight Quality partnership in Thurrock will be focused on those freight corridors with the highest volumes of freight movements, including Purfleet, Tilbury Port and the new London Gateway Port, as well as where freight transport emissions have led to the declaration of an Air Quality Management Area.

Through this forum, we will look to deliver opportunities for freight fleets to undergo Eco-driver training, including drivers within the council’s own vehicle fleet. This measure will work to inform freight vehicle drivers of ways to improve fuel economy, reduce emissions and save money through more efficient driving practices.

We will also encourage freight operators to purchase and retrofit pollution abatement equipment to individual freight vehicles through the Freight Quality Partnership. This will help to ensure compliance with the London Low Emission Zone and also work to have immediate effect on reducing both air pollution and greenhouse gas emissions from these vehicles throughout Thurrock.

To further incentivise these projects, we will develop a local “Eco-Freight” accreditation scheme, where operators demonstrating significantly improved environmental performance and management, resulting from our freight LSTF measures, can be recognised for their achievements.

## C2. Package costs

The table below outlines our estimated LSTF programme costs. More detailed cost estimates are available upon request, if required.

Scheme Element	£K	2011-12	2012-13	2013-14	2014-15	Total
Workplace Travel Planning	Revenue	£ 60	£ 100	£ 100	£ 125	£ 385
	Capital	£ -	£ -	£ -	£ -	£ -
Sustainable Travel to School	Revenue	£ 65	£ 65	£ 65	£ 65	£ 260
	Capital	£ 60	£ 85	£ 110	£ 125	£ 380
Liftsharing	Revenue	£ 10	£ 10	£ 5	£ 5	£ 30
	Capital	£ 5	£ 5	£ 5	£ 5	£ 20
Marketing and Promotion	Revenue	£ 75	£ 100	£ 100	£ 100	£ 375
	Capital	£ -	£ -	£ -	£ -	£ -
Personalised Journey Planning	Revenue	£ 100	£ 300	£ 300	£ 300	£ 1,000
	Capital	£ -	£ -	£ -	£ -	£ -
Walking and Cycling Infrastructure	Revenue	£ -	£ 75	£ 75	£ 100	£ 250
	Capital	£ 125	£ 175	£ 300	£ 325	£ 925
Public Transport Improvements	Revenue	£ 75	£ 150	£ 200	£ 200	£ 625
	Capital	£ 75	£ 100	£ 125	£ 175	£ 475
Freight	Revenue	£ 50	£ 75	£ 75	£ 75	£ 275
	Capital	£ -	£ -	£ -	£ -	£ -
<b>GRAND TOTAL</b>						<b>£5,000</b>
<b>Revenue Total</b>		£ 435	£ 875	£ 920	£ 970	<b>£ 3,200</b>
<b>Capital Total</b>		£ 265	£ 365	£ 540	£ 630	<b>£ 1,800</b>
<b>Revenue %</b>		62%	71%	63%	61%	<b>64%</b>
<b>Capital %</b>		38%	29%	37%	39%	<b>36%</b>

## C3. Rationale and strategic fit

As shown in Section B2, if not addressed, the forecast traffic increases as a result of housing and job growth will result in considerable congestion and exacerbate existing congestion. The associated infrastructure capacity improvements required to mitigate the congestion would be unaffordable and risks acting as a barrier to nationally significant growth and development. Thurrock requires strong interventions to make the growth deliverable and sustainable. To do this, our Local Development Framework (LDF) *Core Strategy and Policies for Management of Development* (Proposed Submission Draft) aims to “*achieve reduced congestion by (in priority order) delivering a modal shift to more sustainable modes of transport particularly in the urban areas (including Smarter Choices), improving the efficiency of the road transport network, and as a last resort providing additional highway infrastructure.*”

Our LSTF package is focused predominantly on the first of these – delivering a modal shift. Modal shift away from car use will help to address the issue of growth related congestion and the associated impact on business efficiency and the requirement for further significant road capacity. It will free up road space to enable development to go ahead, supporting economic growth. Furthermore, as shown in Sections B1 and B3, it will address a plethora of other transport challenges facing the Borough.

Modal shift will be achieved by an intensive application of Smarter Choices interventions complemented by sustainable transport infrastructure improvements. The linking of sustainable transport infrastructure with Smarter Choices will better enable and encourage the uptake of sustainable transport, and ensure that value for money is maximised.

The approach is summarised by two policies in the *Thurrock Transport Strategy* (LTP3). Policy TTS11 on *Smarter Choices* states that “*In urban areas, measures to encourage a modal shift to public transport, walking and cycling will be prioritised*”. This is complemented by Policy TTS14 on *Sustainable Transport-Complementary Infrastructure*, which states that “*To reduce current and future congestion, the Council will prioritise walking, cycling and public transport infrastructure improvements in the urban areas in order to facilitate a modal shift to more sustainable modes of transport*”.

An essential part of our LSTF package is the delivery of package elements in the same locations. This will happen at a micro level, such as delivering sustainable transport infrastructure to support specific workplace travel plans, as well as at the macro level. For example, at the micro level, as well as comprising marketing and promotional activity, travel planning will help to identify where sustainable transport infrastructure improvements are needed to help further facilitate the change to sustainable transport.

Integration at the macro level will be achieved by focusing on the Thurrock Urban Area. Although outside the urban area, there will also be a clear focus on supporting the London Gateway development. This is consistent with the LDF, the transport policies of which prioritise sustainable transport measures in the Thurrock Urban Area and London Gateway, as well as the *Greater Essex Integrated County Strategy*, which has a strong focus on the urban area and London Gateway to deliver economic growth and CO<sub>2</sub> reductions.

The rationale for this spatial focus is that most growth in Thurrock will be at the new international deep-sea port at London Gateway and in the Thurrock Urban Area, especially Grays, Lakeside with its regional shopping centre, and Tilbury, including its port. This is also where most of the congestion issues currently arise or are forecast to occur, and therefore also where most of the best opportunities present themselves for enabling people to walk, cycle or use public transport. In addition, these parts of the Thurrock Urban Area are also where other wider benefits will be realised, such as with regard to health and obesity.

Another spatial focus is around our rail network. Thurrock has seven rail stations and ample spare capacity except for London related commuting trips. Looking further afield, Thurrock is part of the Thames Gateway South Essex sub-region, which presents a similar picture for train use. Essex County Council, Southend on Sea Borough Council, c2c and ourselves all believe that we can capitalise on this to connect the Borough and sub-region more sustainably using the “metrorail” concept.

In addition to personal travel, Thurrock has significant challenges around freight and its movement, as explained in Section B1. As well as addressing particular freight issues, such as pollution in Air Quality Management Areas, freight interventions will also support other elements of the package. Lorry routing, for example, will need to ensure it mitigates any adverse impacts on efforts to deliver modal shift for personal travel given the danger to cyclists in particular from lorry traffic.

The LSTF package is complemented by the *Thurrock Transport Strategy* (LTP3), the draft *Thurrock Transport Asset Management Plan* and our *Highway Maintenance Policy Guidance and Standards*. Not only do these documents include additional sustainable transport infrastructure (such as core walking and cycling routes, and bus stop improvements), they also aim to deliver other interventions

that have a synergistic relationship with the package, including 20mph zones and prioritising maintenance on core walking and cycling routes.

In terms of ensuring the package does not have negative impacts on particular groups within the community, the Sustainability Appraisal on the *Core Strategy and Policies for Management of Development* Development Plan Document identified that the LDF transport policies would have a positive impact on social equity and that they would support other policies on socially inclusive communities. The policy on *Transport in the Thurrock Urban Area* was identified as being particularly positive because of its approach to public transport and the delivery of a network of core walking and cycling routes. The Strategic Environmental Assessment for the LTP3 came to broadly similar conclusions.

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

The following list provides examples of the various ways that community support has been assessed as part of the development of the LSTF bid:

- 65% of respondents during the LDF consultation thought the council should prioritise sustainable transport, including public transport, cycling and footpaths
- Earlier LDF representations offered strong support for:
  - Travel planning
  - Improving sustainable transport at Lakeside and to London Gateway
  - Increasing active transport
  - Decreasing car use
  - Interchange hubs
- Comments received during consultations on our LTP3 Implementation Plan, which incorporates the LSTF package elements, were also supportive, such as:
  - "...supports the council's vision...to encourage more sustainable forms of transport..."
  - "...supports smarter choices encouraging more sustainable transport modes and the use of travel plans as an intervention measure to reduce congestion"
- As part of the Council's consultations on the draft LTP3 Implementation Plan in November 2009, 400 residents took part in discussions. The importance of improving air quality (a major issue for Thurrock) and tackling climate change were raised by a large number of local residents, as was congestion and these are the main issues being addressed by the LSTF package.
- Key stakeholders at the *Shaping Thurrock Transport* group meeting on 29<sup>th</sup> March 2011 offered strong support for the draft LSTF package.

We have discussed our LSTF bid with Shaping Thurrock Transport, a sub-group of our LSP. Our LSTF proposals were met with support from the group with a willingness shown by those present (HA, Sustrans, Rail User Group) to support the package of measures and implementation of sustainable transport measures. It was agreed that the Shaping Thurrock Transport LSP group would be influential in the future co-ordination of the LSTF package of measures and their future involvement is outlined in further detail in Section E1 on implementation.

The Local Enterprise Partnership covering the Thurrock, Essex and East Sussex area are aware of the LSTF bidding process and are supportive of the first tranche submissions.

## SECTION D – Value for money

### D1. Outcomes and value for money

The assessment of value for money and outcomes is based on our LSTF programme, as outlined in Section C1 – Package Description, which would be funded by contributions requested from the DfT (£5m – Section C2), as well as the local contributions identified in Section A8. In determining the additional outcomes and value for money of our proposed LSTF programme (i.e. above and beyond our LTP3 programme), a spread sheet model was developed based on travel to work and school patterns and achievable targets for different distances travelled to work by mode. This allowed us to calculate the likely reductions in vehicle kilometres and carbon dioxide emissions, which in turn provided estimates of the value for money of our LSTF programme, using Department for Transport Webtag valuations.

Core Outcomes	2011/12	2012/13	2013/14	2014/15	Total
Carbon Dioxide Emissions Reductions (Tonnes) <sup>10</sup>	1,234	4,274	7,335	10,554	23,397
Traffic Reduction (VKM)	5,961,160	20,647,091	35,433,571	50,985,799	113,027,622

Value for Money <sup>11</sup>	2011/12	2012/13	2013/14	2014/15	Total
Congestion	£ 1,597,191	£ 5,532,034	£ 9,493,817	£ 13,660,770	£ 30,283,812
Infrastructure	£ 4,808	£ 16,653	£ 28,579	£ 41,123	£ 91,163
Accidents	£ 192,180	£ 665,635	£ 1,142,331	£ 1,643,714	£ 3,643,860
Local Air Quality	£ 35,535	£ 123,078	£ 211,221	£ 303,928	£ 673,762
Noise	£ 12,038	£ 41,696	£ 71,557	£ 102,964	£ 228,255
Greenhouse Gases <sup>12</sup>	£ 86,377	£ 299,176	£ 513,432	£ 738,784	£ 1,637,770
<b>GRAND TOTAL</b>	<b>£ 1,928,129</b>	<b>£ 6,678,272</b>	<b>£ 11,460,938</b>	<b>£ 16,491,284</b>	<b>£ 36,558,622</b>

Benefit to Cost Ratio	DfT Contribution	7.3	DfT Contribution plus Local Contributions	4.6
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<sup>10</sup> Defra/DECC, *GHG Conversion Factors for Company Reporting*, 2010

<sup>11</sup> Department for Transport, Webtag 3.12.3, Marginal External Costs & Indirect Tax with GB Traffic Weighted Average – Cars

<sup>12</sup> Department for Transport, *Guidance on Value for Money: Summary*, <http://www.dft.gov.uk/about/howthedftworks/vfm/guidanceonvalueformoney?page=1#a1000>

<b>Outcome</b>	<b>Baseline</b>	<b>End of LSTF</b>	<b>Change</b>
<b>Traffic (Million Vehicle Kilometres)</b>	<b>2009</b>	<b>2014/15</b>	
• Whole Network	1,647,252,323	1,596,266,523	-3.1%
• Local Network only	724,791,022	673,805,223	-7.0%
<b>Carbon Dioxide Emissions (Tonnes)</b>	<b>2008</b>	<b>2015</b>	
• Total	1,791,870	1,781,316	-0.6%
• Road Transport	443,920	433,366	-2.4%
<b>Mode Share to School – Primary (%)</b>	<b>2008/09</b>	<b>2014/15</b>	
• Car	34.4%	29%	-17%
• Car Share	3.8%	5%	32%
• Public Transport	2.4%	2%	0%
• Walk	57.8%	60%	4%
• Cycle	1.5%	4%	167%
• Other	0.1%	0%	0%
<b>Mode Share to School – Secondary (%)</b>	<b>2008/09</b>	<b>2014/15</b>	
• Car	20.8%	17%	-18%
• Car Share	2.0%	2%	0%
• Public Transport	17.5%	18%	0%
• Walk	52.3%	54%	3%
• Cycle	4.9%	7%	43%
• Other	2.5%	3%	0%
<b>Mode Share to Work (%)</b>	<b>2001 (census)</b>	<b>2015</b>	
• Work mainly at or from home	6.9%	6.9%	0%
• Underground, metro, light rail, tram	1.0%	1.0%	0%
• Train	13.4%	14.8%	10%
• Bus, minibus, coach	4.4%	6.0%	37%
• Motor cycle, scooter or moped	1.5%	1.5%	0%
• Driving a car or van	57.6%	52.4%	-9%
• Passenger in a car or van	6.4%	6.6%	4%
• Taxi or minicab	0.7%	0.7%	0%
• Bicycle	1.7%	2.3%	38%
• On foot	6.2%	7.5%	20%
• Other	0.3%	0.3%	0%

Non-quantifiable outcomes and benefits are likely to include:

- Employment growth from the freeing up of road capacity to enable economic development to come forward
- Improved access to key services by public transport, walking and cycling
- Reduced road traffic collisions and injuries
- Reduced child obesity, particularly at schools where sustainable transport infrastructure is improved and modal shift away from the car is achieved
- Reduced adult obesity and increased physical activity, particularly at workplaces undertaking travel planning activity and in areas where personalised journey planning is undertaken
- Possible increase in life expectancy from reductions in obesity, cardiovascular disease and diabetes as a result of increased physical activity, particularly in areas where personalised journey planning is undertaken
- The possibility of revoking freight related air quality management areas (AQMAs 4, 10, 12, 13 and 23), following on from the successful delivery of the LSTF freight package of measures

## D2. Financial sustainability

We will look to achieve financial sustainability in a number of ways, but generally by securing funding that can pay for on-going interventions and implementing ways of reducing the need for funding. The following provides a brief summary of how the legacy will be secured.

Although some external support will be required to kick start our LSTF activities, much of the day-to-day coordination of the project will be undertaken by staff within Thurrock Council. This effort can continue after April 2015 when the project ends. During the LSTF period, this will amount to about £240,000.

On the infrastructure side, during the LTP3 Implementation Plan period from April 2011 to March 2015, over £700,000 of our Integrated Transport Block capital funding will be invested in walking and cycling improvements (see Section A8). LTP funding of this scale is likely to continue to be invested in sustainable transport infrastructure. Of course, sustainable transport infrastructure delivered through the LSTF will require on-going maintenance. Both the LTP3 and the *Thurrock Highway Maintenance and Network Management: Policy Guidance and Standards Part 1: Highway Maintenance* prioritise maintenance on the core walking and cycling routes to ensure they do not degrade. It is now also standard practice to expect developers to provide sustainable transport infrastructure (see Section A8 for an idea of the scale of this).

During the LTP3 Implementation Plan period, £100,000 of non-LSTF council funds will be invested in travel planning and this level of investment is likely to continue after April 2015. During the LSTF funding period, the Council will set up a Business Travel Plan Club whereby members pay subscriptions, possibly around £2,000-£3,000 per annum. This will fund on-going travel plan expertise to support businesses.

However, up until now the council has not had a system for securing developer contributions towards Smarter Choices measures, apart from the requirement for developers to have a travel plan, often poorly enforced. The Council is keen to address this by developing a robust and comprehensive system that will secure on-going funding, monitoring and enforcement. Although the details will need to be worked out, it is possible that new residential development will be required to contribute in the order of £300 per dwelling; contributions of this magnitude have been implemented by other authorities. Assuming 1,000 new dwellings are built per annum, this equates to £300,000 per annum. This would be in addition to those workplace travel plans secured through the planning process. Software purchased during the LSTF funding period will also enable the on-going monitoring and enforcement of s106 travel plans.

Achievements in modal shift can be eroded by actions in other policy areas, such as parking, often requiring increased investment in Smarter Choices to offset the adverse impact. The LDF policy on *Transport in the Thurrock Urban Area* requires maximum parking standards for residential and non-residential parking and also requires that this be reduced where accessibility by non-car modes is high. This policy will reduce the risk of new development undermining the achievements of the LSTF.

## **SECTION E – Deliverability**

### **E1. Implementation**

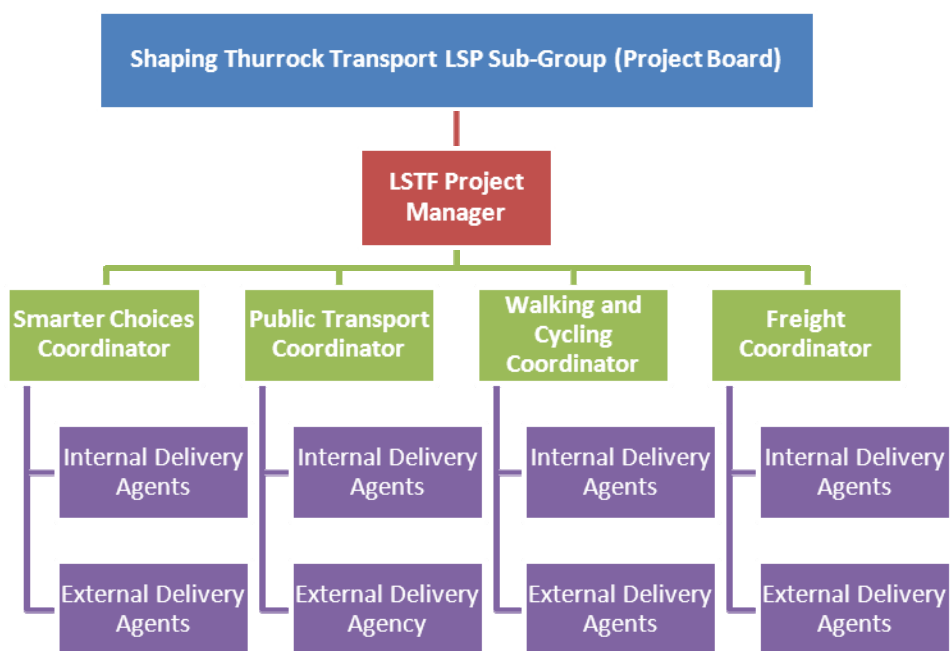
Smarter Choices are likely to play a leading role in the delivery of our LSTF programme. Areas where we have been involved in Smarter Choices initiatives include s106 travel plans for new major developments as well as School Travel Plans. However, beyond this we have not delivered an intensive array of Smarter Choices measures, but our LSTF bid seeks to increase the delivery of these types of measures.

The timescale for delivery of the LSTF programme is short (4 years) and the Sustainable Travel Demonstration Towns evaluation highlighted that lack of internal expertise was a key barrier to effective delivery of these types of measures. To that end, we propose to commission external expertise in delivering key elements of the Smarter Choices programme, where internal expertise is not available. This will involve a procurement process for certain elements of our LSTF programme, which we will begin to organise in May 2011.

However, there will remain a need to provide internal resources for managing and implementing our LSTF programme. Because the funding award may significantly increase our current transport funding allocations, staff resources for managing, coordinating and delivering the LSTF programme will be required. Resources for delivering the Thurrock LSTF programme will therefore include:

- **Project Board:** Comprising senior officer support and senior representatives of providers/ users, including VCSE sector. This will be a transformation of the Shaping Thurrock Transport LSP sub-group, which steered the development of LTP3, and this will be chaired by a senior officer from Thurrock Council.
- **Project Manager (25% FTE):** Overall responsibility for delivery of project, keeping output milestones on track and making sure things happen within each partner organisation. Reports to the project board and meets with project coordinators on a frequent basis. Responsibility for coordinating sub-projects as a whole and ensuring synergies between workstreams are recognised. Provides support to project coordinators and manages the risk register. Key focus on outcomes.
- **Project Coordinators (to oversee delivery and engagement):** Members of transportation team at Thurrock Council. Coordinate VCSE engagement and manage the delivery and monitoring of each project, including:
  - Smarter Choices: 50-75% FTE
  - Walking and cycling improvements: 25% FTE
  - Public transport improvements: 25% FTE
  - Freight measures: 10% FTE
- **Internal delivery agents:** Comprising a series of workstreams. Each delivery agent will liaise with the relevant project coordinators:
  - Public transport officers
  - Road safety officers
  - Walking and cycling design engineers
  - Sustainability officer
  - Health officer
- **External Delivery Agents and Partners (see Section A9)**

The chart below provides more detail as to the implementation framework for delivering our LSTF programme. The LSTF Project Board will be integrated within existing arrangements of the Thurrock Shaping Thurrock Transport LSP sub-group.



## E2. Output milestones

The table below outlines the milestones that we will use to measure our delivery achievements over the LSTF delivery period. Additionally, we will be developing milestone output measures for our walking, cycling and public transport infrastructure measures funded through our LSTF programme in the coming months, upon confirmation of a successful LSTF bid.

Output Measure	2011/12	2012/13	2013/14	2014/15	Total
Number of new workplace travel plans	2	4	6	10	20
Schools benefiting from Bike It	6	8	8	8	30
Area wide lift sharing site	1	0	0	0	1
Number of new private lift sharing groups	1	2	3	5	10
Personalised Journey Planning: population contacted	≈3,000	≈25,000	≈25,000	≈25,000	≈78,000
Number of station travel plans	1	1	2	3	7
Freight Quality Partnership	0	1	0	0	1
Eco-Driver Training					

### E3. Summary of key risks

A risk register has been developed which has identified 16 risks. The *initial combined risk index* assessed five of these as high risks, nine as medium risks and two as low risks. Actions to mitigate these risks have been incorporated into the risk register and assessed as likely to reduce all but three of them to low risk status, the remaining three being assessed as having a post-mitigation *residual combined risk index* of medium. The table below shows the six initial high risks and the mitigation actions identified to reduce the risk.

Risk description	Mitigation action
Integration with partner actions is insufficient and partner commitments are not maximised	On-going engagement with partners through senior representation of partners on the LSTF steering group (see section E1)
Interventions exceed initial cost estimates	Frequent meetings with project managers and good financial monitoring and programme management
Affordability beyond project/ maintaining legacy	Ensure development control set up developer contributions system for Smarter Choices. Make sure transport policies in LDF are enforced, especially parking management (see Section D2 for more details)
Development, and associated funding towards LSTF measures, does not come forward	Work closely with development control and planning to support key developers. Continue to foster good working relationships with key developers such as Lakeside and ensure their senior representation on the LSTF steering group (see Section E1).
Section A8 shows that some existing officer time will be used for the management and coordination of the LSTF. This officer time could be eroded due to competing demands regarding 'the day job'	Some dedicated external support funded by LSTF brought in. Contingency plan for bringing in further external expertise to support overall project management or coordination
Rail franchise change in 2013 may affecting station travel planning and station interchange improvements	Encourage DfT to ensure continuity of commitment through to the new franchise.

### E4. Project evaluation

Thurrock Council is keen to assist the Department for Transport in the evaluation of the Local Sustainable Transport Fund in our local area. We hope to assist in measuring the post implementation impact on economic growth and carbon reduction, as well as the other benefits secured from the different types of measures we hope to take forward, such as accessibility and health.

This evaluation will help us to inform future funding decisions, as well as add to the evidence of which combinations of measures are the most effective in specific circumstances, helping us to design better interventions throughout the duration of our *Thurrock Transport Strategy* to 2021.

Upon confirmation of a successful LSTF bid, we will liaise with the DfT and provide an outline of baseline information related to our specific local transport challenges that we think may be of assistance to the DfT from the outset. Beyond this, we will look to provide monitoring data on an annual basis, where possible.

## **Appendix A: Letters/E-mails of Support**

(Note: Additional letters/e-mails of support are published at:  
<http://www.thurrock.gov.uk/travel/transport/>)

Our ref:  
Your ref:

Eric Cooper  
Asset Manager  
Network Delivery and Development  
Woodlands  
Manton Lane  
Bedford MK41 7LW

Mr M Kiely  
Thurrock Council  
Civic Offices  
New Road  
Grays  
Essex  
RM17 6SL

Direct Line: 01234 796173

7 April 2011

Dear Mr Kiely

### LOCAL SUSTAINABLE TRANSPORT FUND

This letter is being sent to support Thurrock Council's bid for funds from the DfT Local sustainable Transport Fund

The Highways Agency's policy supports any initiative to remove congestion from its motorways and trunk road network. Government policy is to minimise the need to build new roads and to maintain the current network as efficiently as possible. The use of sustainable methods of transport, such as walking and cycling, trains and buses is welcomed and to be positively encouraged. Effective travel planning is a key element of this.

As evidenced in the Thurrock Local Development Framework's Core Strategy, proposals to deliver an ambitious level of residential and employment growth will only be possible, if considerable effort is made to manage down current and future predicted levels of transport demand. Success with this bid is likely to contribute to this aim.

The Highways Agency is responsible for maintaining and operating within the Thurrock area, the M25, A13 and A1089. These are key national and international routes which also provide a local distributor function, providing access to communities in the immediate area. At significant times of the day, the Strategic Road Network suffers considerable levels of congestion. Consequently the Highways Agency supports any measures that could reduce the level of congestion and maximise the opportunity for the Strategic Road Network to fulfil its primary purpose.

If you are successful with your bid, the Highways Agency would welcome the opportunity to work with you in helping to deliver the objectives of the work you propose to undertake. You will, I hope, appreciate any help has to be within the confines of the Highways Agency remit and therefore has a bearing on the operation of the Strategic Road Network.

I hope Thurrock Council is successful with its bid.

Yours sincerely



Eric Cooper  
Asset Manager  
Email: [eric.cooper@highways.gsi.gov.uk](mailto:eric.cooper@highways.gsi.gov.uk)

**From:** Paul Lancaster [mailto:Paul-Lancaster@capshop.co.uk]  
**Sent:** 15 April 2011 12:36  
**To:** Kiely, Matthew  
**Cc:** Steve Beverley; Passfield, Ryan  
**Subject:** RE: Local Sustainable Transport Fund support - Lakeside

Hi Matt

Please find attached our view further to your comments below.

Please use this supportive statement as you feel appropriate to help your bid.

"Lakeside Shopping Centre and its owners Capital Shopping Centres Group PLC, would like to support Thurrock Council's bid for funds from the DfT Local Sustainable Transport Fund. We support any initiative to encourage and facilitate the use of sustainable transport methods such as increased walking and cycling, car sharing, personalised travel planning and use of public transport. We support Thurrock's LSTF bid to encourage and facilitate sustainable travel.

If you are successful in your bid for £5m of LSTF funding between 2011/12 and 2014/15 Lakeside Shopping Centre would welcome the opportunity to work with Thurrock Council in helping to deliver the objectives of the work you propose to undertake."

Regards

Paul

PAUL LANCASTER  
GENERAL MANAGER  
LAKESIDE SHOPPING CENTRE  
Centre Management Offices | Lakeside | West Thurrock Way | Grays | Essex | RM20 2ZP  
DD: 01708 684301 | F: 01708 865870 | M: 07771 811764  
[www.lakeside.uk.com](http://www.lakeside.uk.com)

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Capital Shopping Centres Group PLC  
40 Broadway | London | SW1H 0BT  
Registered No: 3685527 | Registered office: as above  
Incorporated in England

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**DP WORLD**

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Date: 14<sup>th</sup> April 2011

Mr M Kiely  
Strategic Transportation  
Thurrock Council  
Civic Offices  
New Road  
Grays, Thurrock  
Essex  
RM17 6SL

Dear Mr Kiely

**Re: Local Sustainable Transport Fund Bid**

We write further to discussion at the recent London Gateway liaison meeting regarding Thurrock Council's proposed bid for funds from the DfT Local Sustainable Transport Fund.

DP World is committed to the increased use of sustainable transport modes for the movements of people and freight associated with the London Gateway development, which is located in the East Thurrock area. To this end you will be aware that a number of measures to encourage sustainable transport have been secured as obligations against the London Gateway port and park planning consents.

Whilst the above mentioned obligations are intended to secure suitable mitigation of the London Gateway scheme we believe that the measures proposed have the potential to deliver wider benefit to the local area. However to maximise these potential benefits it is important that the Local Authority has sufficient resource to provide integrated complimentary measures.

With the above in mind we fully support the Council's proposed bid which we believe will assist to realise significant benefits in a cost effective manner.

Yours sincerely

Tim Bismire

Engineering Director

# Ensignbus

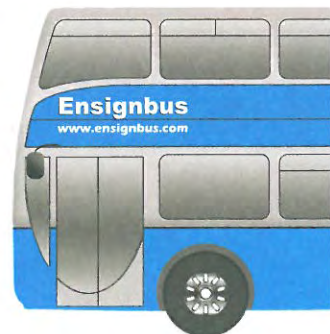
[www.ensignbus.com](http://www.ensignbus.com)

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Thursday, 14 April 2011

Dear Sir/ Madam,

## **Thurrock Council's bid for LSTF funding**

This letter is being sent to support Thurrock Council's bid for funds from the DfT Local Sustainable Transport Fund. Ensign Bus support any initiative to encourage and facilitate the use of sustainable transport methods such as increased walking, cycling and use of public transport. We strongly support Thurrock's LSTF bid to encourage and facilitate sustainable travel and increased bus patronage in Thurrock.

If you are successful in your bid for £5m of LSTF funding between 2011/12 and 2014/15 Ensign Bus would welcome the opportunity to work closely with Thurrock Council in helping to deliver the objectives of the work and initiatives that you propose to undertake.

Yours faithfully

A handwritten signature in black ink, appearing to be 'Peter Newman', is written over a horizontal line.

**Peter Newman**  
Chairman

**From:** Paul Mathieson [mailto:PaulMathieson@southend.gov.uk]

**Sent:** 15 April 2011 17:46

**To:** Passfield, Ryan

**Cc:** Debee Skinner

**Subject:** RE: Letter of support [Virus Control Checked]

Ryan – will get this typed up on Monday, but in the meantime you can use this as a email confirmation

Dear Ryan,

Southend Borough Council fully supports Thurrock Council`s Local Sustainable Transport Fund (LSTF) bid. We offer our support and confirm that we are looking forward to the opportunity to work with yourselves to deliver your sustainable transport measures over the next 4 years.

In addition, this builds on the excellent working relationship between our authorities as typified by the joint collaboration at the TGSE Transport Board and SERT.

Best Wishes

Paul

**Mat Kiely  
Integrated Transport Officer  
Strategic Transport,  
Sustainable Communities  
Thurrock Council  
Civic Offices  
New Road  
GRAYS  
RM17 6SL**



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Information: 0845 113 0065  
[www.sustrans.org.uk](http://www.sustrans.org.uk)

**13<sup>th</sup> April 2011**

Dear Mat

### **LSTF Bid**

Having attended the recent Shaping Thurrock Transport meeting I am writing to congratulate you on the well developed proposals that were presented and to offer our support for your LSTF bid. The ambition to move towards more sustainable transport in Thurrock and the challenges that this involves have been clearly expressed in your LTP and now in the LSTF Bid. Sustrans is pleased that you see us as a key partner in the process and we look forward to working with you on this.

Recently we worked with you and numerous local partners on the Veolia Mardyke bridge, whereby we jointly managed to deliver an important part of the Thames Estuary path and the National Cycle Network, drawing in significant amounts of external funding. We have also recently secured funding to look at further opportunities to improve access and routes in both the Mardyke Valley and on another section of the Thames Estuary path; there are some good opportunities in Thurrock to promote increases in walking and cycling, which we will be reporting on.

Our volunteers are active in Thurrock and help to keep an eye on the local network and run events and the £5,000 a year support that you have offered has been invaluable in supporting the volunteers.

In cycling terms the base level in Thurrock has been low, but it has been good to see that start to increase and we look forward to further increases. I am sure that Bike It has been one of the factors in encouraging an increase in cycling and we are pleased to note that continuation of Bike It full time forms part of the LSTF plans. To date the Bike It post has been fully funded by a combination of Big Lottery and PCT funding, with you providing office accommodation. The post is funded until March 2012, but has no funding beyond that and we look forward to being able to continue with LSTF funding at the agreed rate. We are also keen to work with you on other aspects of your proposals including working with businesses and home-based PTP. We have discussed the work that we recently completed in Watford, Broxbourne and Lowestoft and can see good potential in Thurrock.

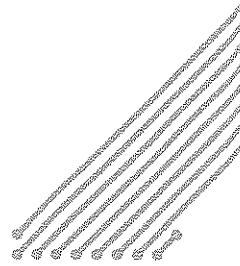
We believe that implementation of your proposals will be good for quality of life, the environment and the economy in Thurrock and wish you luck.

Yours sincerely

**Nigel Brigham  
Regional Director**

A handwritten signature in black ink, appearing to be 'Nigel Brigham', written over a light blue circular stamp.





David Freestone  
Transportation Manager  
Thurrock Council  
Civic Offices  
New Road  
GRAYS  
Essex RM17 6SL

**Geraint Hughes**  
Stakeholder Manager,  
c2c & NXEA

**Tel:** 0207 444 1845  
**Fax:** 0207 444 1855  
**Email:** geraint.hughes@nationalexpress.com

**Date:** 15 April 2011

Dear David,

**Local Sustainable Transport Fund Bid**

I am writing to confirm the support of c2c Rail for the comprehensive bid for LSTF funding that the Council intends to submit next week.

As the existing rail franchise operator in Thurrock, we are pleased to see the important role that the rail network plays, both in the strategy behind this bid and in the projects and improvements that it will deliver. We are striving to build on our excellent performance to provide a rail service that meets the developing needs of the communities we serve. We therefore see the emergence of station travel plans and innovative campaigns to promote the rail service as being very important steps in this development process. They will also complement the work that is already committed within the rail industry to improving the facilities at stations.

As c2c has a limited duration left on its franchise (to May 2013), we will also commend this bid to the rail franchise team at the Department for Transport, as being to the advantage of the future holder of the Essex Thameside franchise. We are pleased to see that the programme will be able to secure benefits for the c2c business, as well as putting the successor franchise in a good position to develop its business further.

On that basis we will be very pleased to continue working with you on these projects, should the bid be successful, and will aim to hand over the rail aspects of the programme to the new franchisee in such a way that will benefit their business and the needs of rail users in Thurrock.

Thank you again for the opportunity of contributing to this process.

Yours sincerely,

**Geraint Hughes**  
Stakeholder Manager  
c2c Rail