

Appendix 1: - PCT – Sustainable Travel Projects Outline

Project Title	Dept receiving funding	Lead Officer	Description of Project	Total Cost	No of adults/children the project will reach								
Project 1 – Active Travel for Life Programme	Mobility and Streetscene	Stuart Freeman / Helen Hill	The project will incorporate a range of activities to promote sustainable and active travel with a focus on adults who need support in considering walking or cycling to work or taking up cycling after a long period of not riding a bike. There are three key elements to the project which are: -										
	Network Management & Policy / Transport Services		<p>Element 1 - Cycling infrastructure</p> <p>Improvement of cycle/walking infrastructure into each of the 3 key industrial estates linking key areas of employment to residential areas suffering high levels of health/employment deprivation.</p> <table border="0"> <tr> <td><u>Industrial estate</u></td> <td><u>Residential areas</u></td> </tr> <tr> <td>Halesfield & Tweedale</td> <td>Woodside/Madeley/Cuckoo Oak/ Brookside</td> </tr> <tr> <td>Stafford Park</td> <td>Malinslee</td> </tr> <tr> <td>Hortonwood</td> <td>Donnington/Hadley & Leegomery</td> </tr> </table> <p>The improvements will include a range of physical measures to remove/ reduce safety barriers e.g. lighting, crossing points. The works will complement other improvements the Council will deliver to the cycling and walking network through the Local</p>	<u>Industrial estate</u>	<u>Residential areas</u>	Halesfield & Tweedale	Woodside/Madeley/Cuckoo Oak/ Brookside	Stafford Park	Malinslee	Hortonwood	Donnington/Hadley & Leegomery	£100,000	<p>27,125 total working age population of the 6 residential areas (source 2001 census).</p> <p>The projects' effectiveness will be reviewed by before and after surveys, of levels of walking/ cycling along links provided.</p>
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			<p>Transport Plan.</p> <p>Developing better links into industrial estates will encourage local employees to cycle and walk more to work thus improving their own health through increased sustainable travel reducing the risk of obesity and coronary diseases.</p>		
	<p>Network Management & Policy / Transport Services</p>	<p>Stuart Freeman / Helen Hill</p>	<p>Element 2 - Adult Cycle Training</p> <p>Adult cycle training program with the aim of increasing sustainable healthy travel/activity choices for work, leisure and utility purposes. The target will be to train 500 adults over the period of the project and will be focused on:</p> <ol style="list-style-type: none"> 1) Industrial estates (Halesfield, Hortonwood & Stafford Park) 2) Educational establishments (university & secondary schools) 3) BME groups <p>The course will consist of approximately 4.5 hours of training on a 1 to 1 or 1 to 2 basis and will be delivered by 4 trained instructors coordinated by the Council. Although, the focus will be on the groups below the courses will be provided to the general population if the demand is there.</p> <p>15 pool bikes will be purchased and managed by the Council as part of the project. Purchasing bikes for the scheme will have a number of benefits including:</p> <ul style="list-style-type: none"> • Ensuring learners are trained on safe well maintained bikes, without the need to purchase a bike before undertaking the course • Allow trainers to demonstrate how bikes should 	<p>£45,000</p>	<p>500 trained adults</p>

			<p>be maintained correctly</p> <ul style="list-style-type: none"> Address an equalities issue as some learners will not have bikes <p>To meet the target of training 500 adults a strong marketing element will be built into the project allowing for additional health messages to be delivered alongside the road safety focus with the added benefit of encouraging wider behavioral change.</p> <p>The Council is actively investigating the introduction of a salary sacrifice scheme/ cycle loan for the purchase of bicycles. Should the bid for adult cycle training be successful this would be offered as part of a package when adults sign up to the bicycle purchase scheme. The Council will also be targeting industrial estates as part of the travel planning strategy and will be promoting the bicycle purchase scheme/adult cycle training package as part of a range of sustainable/healthy travel initiatives open to employers. The intention is that employers will support employees who wish to purchase a bike through introducing the salary sacrifice scheme as part of the travel plans that are developed with employers.</p>		
	Network Management & Policy / Transport Services	Stuart Freeman / Helen Hill	<p>Element 3 – Sustainable Travel Grants</p> <p>Sustainable travel grants aimed at companies located on Telford's 3 key industrial estates (Halesfield, Stafford Park & Hortonwood).</p> <p>The grant scheme will complement the training and off-site infrastructure improvements, by providing</p>	£80k (£40k each year for 2 years to support work with up to 8 companies)	<p>Minimum of 6 projects over two years.</p> <p>Total workforce of companies engaged – 1200</p>

			<p>funding of up to £10k to implement on site sustainable/ active travel measures such as showers/ lockers for people who walk/ cycle to work, cycle parking/ storage. The companies who bid for funding will be required to have an approved travel plan and it will be desirable for a funding contribution to be made from the company.</p> <p>This scheme builds on a very successful similar scheme in schools where schools have been able to bid for £5k - £10k to provide capital measures to support their travel plan.</p>		<p>Before/ after levels of walking/ cycling will be tracked through the travel plan with participating companies.</p>
<p>Project 2 - Child Pedestrian Project</p>	<p>Network Management & Policy / Transport Services</p>	<p>Stuart Freeman / Amanda Roberts</p>	<p>Development and implementation of: -</p> <ol style="list-style-type: none"> 1. 22 walking buses over 2 years 2. Practical child pedestrian training courses for pupils in years 3 and 4 in at least 50 schools over two years. 3. Promotional activity with all pupils at schools taking part in the project <p>The project is aimed at addressing parental concerns over child safety when walking to/from school. The project aims to equip children with the right road safety skills as pedestrians to reduce/remove some of the key barriers to children/ parents taking up sustainable active travel to school.</p> <p>To be achieved through:</p> <ol style="list-style-type: none"> 1. Provision of a child pedestrian coordinator to work closely with local primary schools to implement the project 	<p>£175k</p>	<p>10,500 Pupils and 250 adults at 50 primary schools across the borough over two years</p>

			<p>2. Minor Infrastructure improvements to enable walking buses to be introduced. Minor signing and lining, cutting back of shrubs, improvements to footpath links etc and will be decided on a school by school basis</p> <p>3. Provision of resources for the introduction and operation of 30 walking buses</p> <p>Physical resources: Training resources for volunteers, resource packs for pupils, promotional items and high visibility equipment.</p> <p>Human resources: Ten schools have currently indicated an intention to set up walking buses but have been unable to do so due to funding constraints and an inability to find volunteers to manage the operation of the buses. Through this project the role of classroom assistants would be expanded to include walking bus duties.</p> <p>4. Resources for the delivery of child pedestrian training to 20 schools in year one and 30 schools in year 2</p> <p>This will include production of resource packs, promotional resources and high visibility clothing for use during training.</p>		
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			5. The programme will also allow for an expansion of the SmartCatz sustainable travel incentive scheme to provide rewards for children who regularly walk/ cycle to school.		
SmartCatz – Secondary School Programme	Network Management & Policy / Transport Services	Stuart Freeman / Helen Hill	<p>Project to actively encourage walking and cycling to school by pupils at the point of their transition to secondary school</p> <p>To be achieved through:</p> <ol style="list-style-type: none"> 1. Provision of a project officer to work specifically within secondary schools and their feeder primary schools to encourage active travel. <p>This would include running classroom sessions addressing route planning and preparing for the journey to secondary school.</p> <ol style="list-style-type: none"> 2. Free level three national standards training for cycling within secondary schools and promotion of this scheme during year 6 (primary school) 3. Development and implementation of an incentive scheme providing rewards for active travel. These rewards would themselves encourage increased physical activity (eg free ice skating, free swimming etc). 	£115k	3800 pupils moving to 13 secondary schools over the two year period
			Total Funding:	£515k	