

**Chichester Infrastructure Joint Member Liaison Group:
Bike It Project**

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Introduction

The County Council has worked in partnership with Chichester District Council to develop a package of transport measures to support the Local Plan. The approach is to mitigate the impact of increased car trips on the highway network by increasing the use of sustainable modes of transport in addition to modest increases in capacity of the local road network. For the sustainable transport element this is comprised of new and improved infrastructure and complementary behaviour change initiatives. At the last infrastructure Joint Member Liaison Group meeting on 2nd September, the County Council was requested to provide evidence to support the inclusion of Smarter Choices projects in the CIL spending plan within the Chichester Infrastructure Business Plan (IBP).

Background

In recent years there has been growing interest in a range of initiatives which are now widely known as 'soft' transport measures or behaviour change initiatives, also known as 'Smarter Choices' measures. These measures seek to give people better information, opportunities and skills so that they are able and confident to choose transport options other than their car. Such programmes therefore allow people to form or change their travel behaviour in the long term and typically include workplace and school travel plans; personalised travel planning, travel awareness campaigns, public transport information and marketing; car clubs and car sharing schemes. These initiatives are also used to promote new infrastructure often provided by development. In addition, these can also include education and training initiatives that promote and nurture improved confidence in walking and cycling.

Increases in residential development and higher pupil numbers will potentially lead to increased congestion and impacts on air quality, unless measures are introduced to reduce car use. Evaluation of travel behaviour change programmes undertaken as part of the Department for Transport 'Sustainable Travel Towns' revealed an estimated benefit-cost ratio in the order of 9 to 1, when considering the combined congestion, environmental, consumer-benefit and health effects¹. This means that for every £1 spent on Smarter Choice Programmes, approximately £9 worth of benefit was estimated.

¹ Sloman, L. et al. 'The Effects of Smarter Choice Programmes in the Sustainable Travel Towns', DfT, 2010 <http://webarchive.nationalarchives.gov.uk/20111005180138/http://assets.dft.gov.uk/publications/the-effects-of-smarter-choice-programmes-in-the-sustainable-travel-towns-summary-report/summaryreport.pdf>; DfT evaluation of three nominated 'Sustainable Travel Towns' (Darlington, Peterborough and Worcester) between 2004 and 2008.

Chichester Local Plan

Chichester city, due to its historic nature, has limited scope for large scale improvements to the local road network. It is however conducive to sustainable travel due to its flat and compact nature as demonstrated by 2011 Census statistics, which shows that the city has the highest levels of walking and cycling to work across West Sussex². To accommodate housing and employment development within and around the city, it is important that there are opportunities to build on and increase the use of sustainable modes of transport across the city and minimise the use of the private car.

The Chichester Local Plan: Key Policies recognises the importance of sustainable modes of transport and measures to promote behavioural change in travel choices. Policy 13: Chichester City Transport explains that CDC will work in partnership with the County Council to deliver an integrated transport strategy for Chichester city with proposed measures including behaviour change initiatives. The transport evidence base³ to support the Local Plan applied a 7% reduction in car trips to / from Chichester City Centre in 2031 to represent the effects of area wide Smarter Choices measures. The study demonstrates that the proposed package of transport improvements and smarter choice measures would be effective in mitigating the impacts of development allocated in the Local Plan, which meets the key test outlined in national planning guidance.

Delivery of Travel Behaviour Change Projects

The County Council has significant experience in delivering smarter choices programmes. The West Sussex Sustainable Travel Towns Local Sustainable Transport Fund (LSTF) promoted travel behaviour change initiatives in Chichester and Horsham. The project evaluation report⁴ March 2016 suggested the school related activities demonstrated the most positive outcomes in respect of behaviour change from the LSTF programme. The report also recommended that behaviour change initiatives should be focused in locations where there are high quality improvements to the sustainable transport infrastructure or the sustainable transport offer being provided.

Given these conclusions, the Local Plan assumptions and the infrastructure projects identified in the IBP, travel behaviour change interventions are needed to help to mitigate the impact of growth in car use. To ensure that the project is effective, focus will be placed on new residents and those most likely to change travel habits and where there are infrastructure improvements. It is therefore proposed that the focus for investment is on 'Bike It'.

² https://www.westsussex.gov.uk/media/4622/censusbulletin_traveltowork.pdf

³Transport Study of Strategic Development Options and Sustainable Transport Measures, Jacobs, 2013.

⁴<http://www.chichester.gov.uk/studies#infrastructure>

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https://www.westsussex.gov.uk/media/8577/west_sussex_sustainable_travel_towns_lstf_project_evaluation_report.pdf

Bike It

The County Council has previously worked in partnership with Sustrans to deliver Bike It projects across West Sussex. Bike It seeks to increase cycling and other active modes of travel both inside and outside of school whilst also decreasing car trips for the school drop-off and teachers. This is a partnership initiative between a Sustrans Project Officer and schools to target an increase in cycling for the journey to and from school. Bike It aims to create a culture of cycling at project schools that can be sustained once the Project Officer has departed. Whilst the promotion of cycling is at the forefront of this initiative, Bike It also actively promotes and seeks to influence increases in walking and use of public transport (despite the name focusing only on cycling). Working with school communities in this way can help to encourage them to actively promote ways of reducing congestion at drop off and pick up times. This will help build confidence in active travel modes amongst pupils that will also impact on non-school related travel behaviours.

Bike It involves the engagement of school management, teachers, pupils and parents, typically with the overall aims of:

- increasing the level of cycling to school to 20% of all young people, or to double regular cycling levels where the baseline level of regular cycling is lower than 10% of pupils;
- reducing the number of young people travelling to school by car – with a shift to active travel modes or use of public transport;
- raising awareness of the benefits of active travel; and
- creating a culture of active travel within project schools that can be sustained once the Project Officer has departed.

Bike It seeks to provide a legacy by progressively shifting ownership and responsibility for the project from the project officer to the wider school community and implementing a long-lasting cultural change.

Cycling from Previous 2 Year LSTF Projects in Chichester & Horsham

- 2013/14 cohort: Regular cycling increased from 8.4% at baseline to 24.0% after two years of engagement
- 2014/15 cohort: Regular cycling increased from 12.2% at baseline to 28.9% after one year of engagement

Scooting

- 2013/14 cohort: Regular scoot/skating increased from 10.0% at baseline to 27.6% after two years of engagement
- 2014/15 cohort: Regular scoot/skating increased from 19.2% at baseline to 32.0% after one year of engagement

Walking

- 2013/14 cohort: Regular walking increased from 44.7% at baseline to 50.5% after two years of engagement
- 2014/15 cohort: Regular walking increased from 45.8% at baseline to 52.6% after one year of engagement

Car use

- 2013/14 cohort: Usually being driven to school decreased from 31.6% at baseline to 28.5% after two years of engagement
- 2014/15 cohort: Usually being driven to school decreased from 47.6% at baseline to 32.5% after one year of engagement

Project Cost

The cost of a full time officer with associated events and monitoring is in the region of £60k pa. This could include support of up to 12 schools (based on three years). The Bike It project will identify capital improvement needs resulting from increased levels of cycling such as enhanced bike or scooter parking on school sites together with improvements on routes into schools. These will be identified during year 1 and will respond directly to customer needs and priorities to best influence sustainable shifts in travel patterns. Any capital improvement works will be delivered in conjunction with the County Council's Safer Routes to School programme and the emerging Cycling and Walking delivery programme. These programmes seek access to developer contributions to achieve improved value for money. This is an important aspect as often capital improvements can remove the barriers that deter sustainable travel choice, which can be identified more effectively through direct engagement with school communities and users.

1 FTE Bike It Officer	12 months Year 1 (18/19)	12 months Year 2 (19/20)	12 months Year 3 (20/21)	12 months Year 4 (21/22)	12 months Year 5 (22/23)
Rate	260	265	270	275	280
Days	200	200	200	200	200
Total officer cost	52000	53000	54000	55000	56000
Monitoring & evaluation	2000	2000	2000	2000	2000
Project specific costs (events etc)	4000	4000	4000	4000	4000
Supporting capital improvements	0	15000	15000	20000	20000
Total cost (£)	58000	74000	75000	81000	82000

Proposed Chichester Schools Approach

It is envisaged that 12 schools will be selected for the Bike It project. Schools will be engaged where there will be the greatest impact from development, for example in and around the city centre. Schools that are more likely to increase in size or experience increased access needs will be strongly encouraged to participate in the project.