Sustainable Travel Towns

Application Pack

February 2019

All queries on Sustainable Travel Towns or the application process should be e-mailed to LTP@hertfordshire.gov.uk.

CONTENTS

1.   INTRODUCTION

Sustainable Travel Towns are an innovative approach to reshaping the local highway network and places as a whole.

They will consist of a package of measures that aim to achieve a significant switch to walking, cycling and public transport. A key difference from previous approaches is that these measures will be delivered in a compact time frame and be fully coordinated on a town-wide basis to achieve maximum impact.

The overall outcome will be that a Sustainable Travel Town will feel considerably different to the current conditions in the town. The general perception to all highway users will be that pedestrians, cyclists and public transport users will have a greater priority than they do at present, leading to a higher level of natural enforcement and behavioural change.

The improvement in the general environment will have the additional benefits of:
- improving public health though better air quality and more physical activity;
- enhancing the local economy;
- promoting social interaction;
- generating a sense of place.

The Sustainable Travel Plan programme is being led by Hertfordshire County Council (HCC) as a key element of its Local Transport Plan. However, it is essential that other local organisations are fully involved in the process. The County Council is therefore inviting organisations to submit proposals for inclusion in the programme.

This application packs provides all the necessary information for organisations to make submissions. Any queries should be e-mailed to LTP@hertfordshire.gov.uk.

2.   DEFINING A SUSTAINABLE TRAVEL TOWN

Elements

Sustainable Travel Towns will consist of a package of measures that aim to achieve a significant switch to walking, cycling and public transport.

A defining feature of Sustainable Travel Towns is that the elements will be developed and delivered in a coordinated way in a concentrated time period. It is essential that there are elements to promote the use of all the main sustainable transport modes, and that there is a mixture of new infrastructure and behavioural change schemes.

However, it should be recognised that there will need to be significant "sticks" along with the "carrots" to deliver these sustainable travel objectives. These are likely to include reduced parking standards in new developments and tighter restrictions on parking on existing highways, as well as changes to traffic signal priorities and highway space reallocations.

A list of example measures which could be combined to form the overall scheme is set out in Appendix 1. The package of measures chosen will vary between Sustainable Travel Towns. The selection of elements for each package will be guided by:

- Needs and measures identified through the Growth & Transport Plan process;
- Needs identified by local cycling and walking investment plans;
- An assessment of bus needs and opportunities;
- Street assessment analysis using systems such as Healthy Streets toolkits or similar;
- Potential growth / future needs

Geographic Area

Sustainable Travel Towns will be based around schemes which have the greatest potential for delivering a shift to enhanced walking and cycling. This means that the focus will be on journeys within the urban area rather than journeys between towns.

However, journeys between towns will be taken into account during the development process as these will affect the level of provision required to support bus and train journeys, and to ensure that the needs of the strategic highway network are met. Such issues will be considered through other Hertfordshire County Council programmes, principally the Growth & Transport Plans.

Whilst the greatest benefits will be achieved if the concept is applied to the whole town, it is acknowledged that Sustainable Travel Towns may be focussed on, or have as their starting point, particular parts of the town. In many cases this will be the central shopping and/or business area, but this could also be other key employment areas or other generators of significant volumes of traffic. The key criteria will be whether there is opportunity to achieve a tangible shift from car-based transport and that there is sufficient support from all the relevant local organisations to ensure that all the necessary measures can be delivered.

There is no minimum or maximum population size criteria, but there must be sufficient car journeys wholly within the urban area such that there is opportunity for modal shift.

Delivery Timescales

Whilst the structure of Sustainable Travel Towns allows for delivery to be tailored to some extent to funding availability and delivery opportunities, it will be essential that the whole scheme is delivered within a reasonable timescale in order that the synergies can be obtained. It is envisaged that a typical implementation period will be 3 to 5 years.

However, is some cases delivery may be split into phases where this will allow implementation to align with other timing constraints or opportunities such as housing development or major new transport infrastructure.
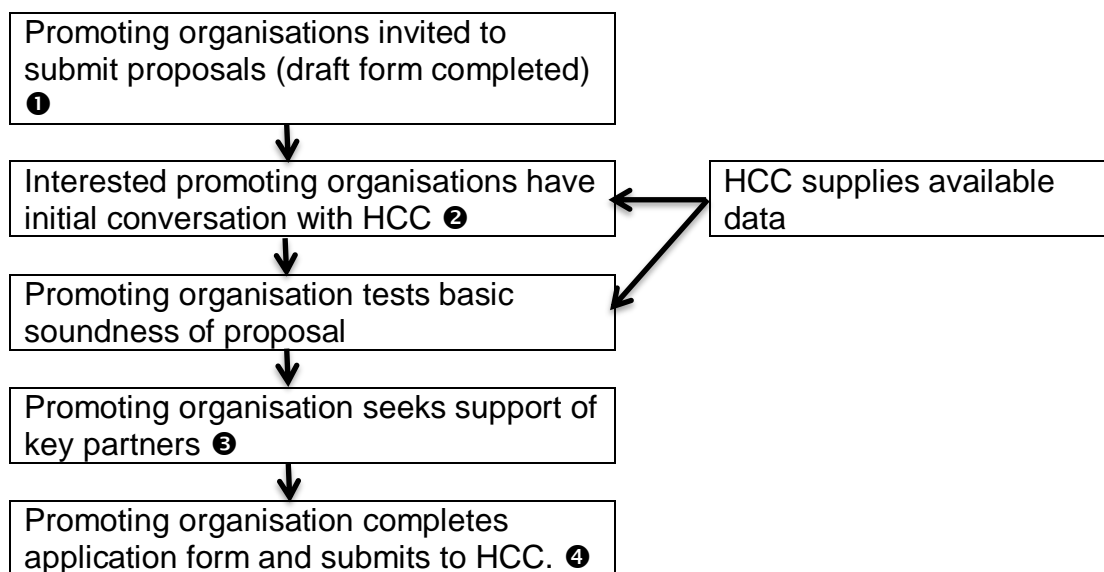
3.   PROCESS FOR SUBMITTING PROPOSALS

It is envisaged that the majority of proposals will come from organisations other than the County Council. This is to ensure that there is full local support for the scheme, and that local knowledge is fully utilised.

There is no specified time frame in which proposals need to be submitted, although this may change once the programme has become established.

Proposals can be submitted by any organisation, including (but not limited to) district / borough councils, town councils, Business Improvement Districts (BID) and neighbourhood planning groups. However, it will be the responsibility of the promoting organisation to ensure that the proposal has the support of all the groups set out in the selection process as well as those that will need to be involved in delivery of the schemes.

The process for submitting bids is set out below.

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┌─────────────────────────────────┐
│ Promoting organisations invited │
│ to submit proposals (draft form │
│ completed) ❶                    │
└─────────────────────────────────┘
              │
              ▼
┌─────────────────────────────────┐      ┌──────────────────────┐
│ Interested promoting            │◄─────│ HCC supplies          │
│ organisations have initial      │      │ available data        │
│ conversation with HCC ❷         │──┐   └──────────────────────┘
└─────────────────────────────────┘  │
              │                       │
              ▼                       ▼
┌─────────────────────────────────┐
│ Promoting organisation tests    │
│ basic soundness of proposal     │
└─────────────────────────────────┘
              │
              ▼
┌─────────────────────────────────┐
│ Promoting organisation seeks    │
│ support of key partners ❸       │
└─────────────────────────────────┘
              │
              ▼
┌─────────────────────────────────┐
│ Promoting organisation          │
│ completes application form and  │
│ submits to HCC. ❹               │
└─────────────────────────────────┘
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Notes:
❶ Promoting organisations will be required to fill out the application form (Appendix 3 to this document). It is recognised that at this stage in the process it will not be possible to fully complete all parts of the form.

❷ An initial meeting will be arranged between the promoting organisation and HCC officers. The purpose of this stage is to ensure that no bids are discouraged but also that promoting organisations do not undertake extensive work on inappropriate proposals.

This discussion will include:

- Whether a Sustainable Travel Town is the appropriate solution. There may be other programmes which are more suitable to the issues and opportunities in the town;

- The information that the County Council already holds on travel patterns etc;

- The opportunities / barriers to involving other local organisations;

- Funding opportunities.

The County Council will provide advice on whether it is appropriate to proceed further. However, it is up to the promoting organisation to decide whether to complete a full bid.

❸ It is the promoting organisation's responsibility to ensure that the following organisations support the proposal:
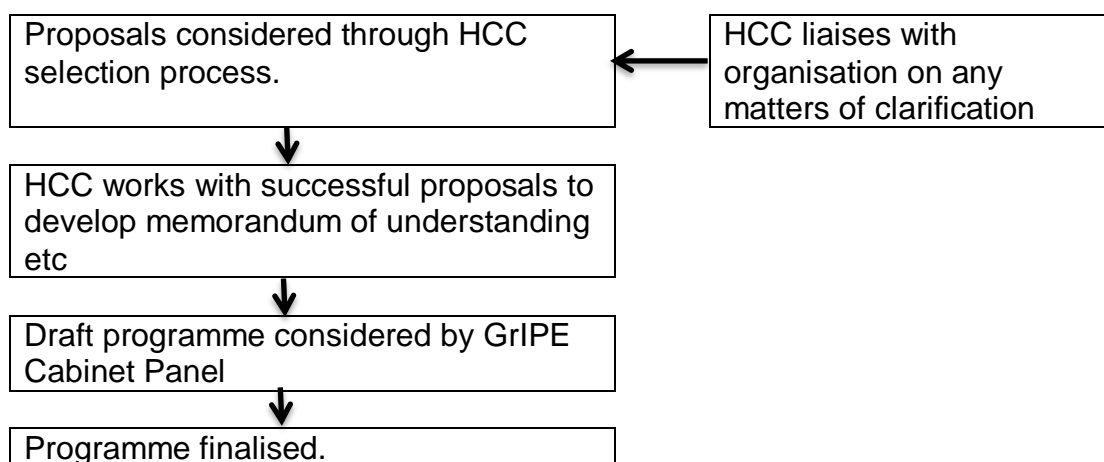
- The district / borough council, and has appropriate policies in its Local Plan (or is working towards adopting relevant policies);

- The town council;

- The local County Council Members

- A local agency that can support the delivery of behaviour change measures.

❹ For the formal submission it is essential that the application form is fully completed.
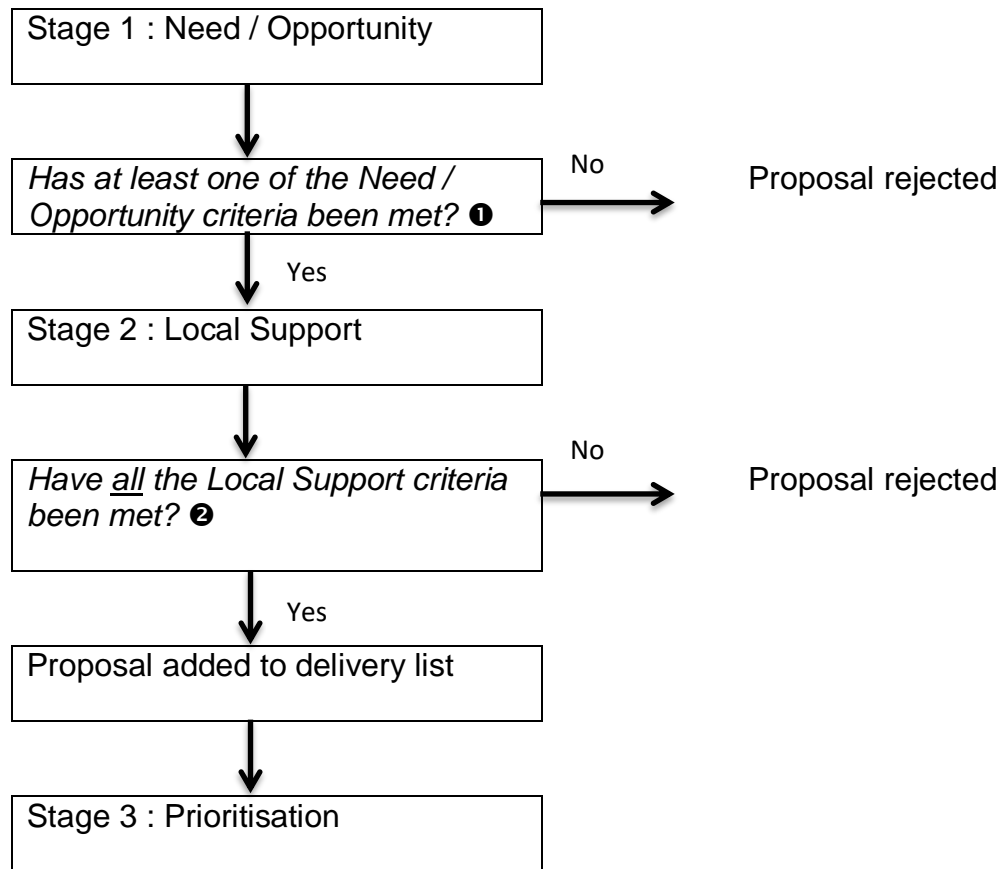
4.   PROCESS FOR ASSESSING PROPOSALS

The decision on which schemes enter the programme rests with Hertfordshire County Council.

The overall process is set out below. Most of the process will be between the county council and the promoting organisation, but the final decision will be taken through the Growth, Infrastructure, Planning and the Economy Cabinet Panel (GrIPE). This is a meeting open to the public, and papers are published on the County Council's website.

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┌─────────────────────────────────┐      ┌──────────────────────┐
│ Proposals considered through HCC │ ◄─── │ HCC liaises with     │
│ selection process.              │      │ organisation on any  │
│                                 │      │ matters of clarification │
└─────────────────────────────────┘      └──────────────────────┘
              │
              ▼
┌─────────────────────────────────┐
│ HCC works with successful proposals to │
│ develop memorandum of understanding │
│ etc                             │
└─────────────────────────────────┘
              │
              ▼
┌─────────────────────────────────┐
│ Draft programme considered by GrIPE │
│ Cabinet Panel                   │
└─────────────────────────────────┘
              │
              ▼
┌─────────────────────────────────┐
│ Programme finalised.            │
└─────────────────────────────────┘
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The selection process is set out below.

Sustainable Travel Town Selection Process

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┌─────────────────────────────────────┐
│ Stage 1 : Need / Opportunity         │
└─────────────────────────────────────┘
                 │
                 ▼
┌─────────────────────────────────────┐      No
│ *Has at least one of the Need /*     │ ─────────────►  Proposal rejected
│ *Opportunity criteria been met?* ❶   │
└─────────────────────────────────────┘
                 │  Yes
                 ▼
┌─────────────────────────────────────┐
│ Stage 2 : Local Support              │
└─────────────────────────────────────┘
                 │
                 ▼
┌─────────────────────────────────────┐      No
│ *Have all the Local Support criteria*│ ─────────────►  Proposal rejected
│ *been met?* ❷                        │
└─────────────────────────────────────┘
                 │  Yes
                 ▼
┌─────────────────────────────────────┐
│ Proposal added to delivery list      │
└─────────────────────────────────────┘
                 │
                 ▼
┌─────────────────────────────────────┐
│ Stage 3 : Prioritisation             │
└─────────────────────────────────────┘
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Notes:
❶ Stage 1 – Need / Opportunity

The first test is whether there is a need or opportunity to have a Sustainable Travel Town in the proposed location. The criteria for this stage are as follows:

(a) Need

- There are significant existing problems which could be tackled by Sustainable Travel Town measures e.g. congestion, air quality, health (e.g. obesity), road safety and accessibility;

and /or

- Planned growth will lead to air quality or congestion problems unless Sustainable Travel Town measures are introduced.

(b) Opportunity

- There are large numbers of short intra-urban journeys made by car;

and /or

- There is a one-off opportunity to introduce the principles of Sustainable Travel Towns e.g. the delivery of a bypass which allows reallocation of roadspace and priorities within the urban area;

and /or

- There are opportunities to introduce the principles as part of wider development growth;

and /or

- Funding has been secured to deliver a Sustainable Travel Town for the specified urban area.

If at least one of the criteria from Need and/or Opportunity lists is met, the second test will be applied.

❷ Stage 2 – Local Support

The delivery of a Sustainable Travel Town scheme will not be successful unless there is local support, both for the initial development and then for the subsequent delivery. The criteria for this stage are as follows:

- The Sustainable Travel Town concept is included in the Local Plan, or there is clear evidence that the Local Planning Authority is working towards this.

and

- There is written support (in the form of a signed Memorandum of Understanding) from the district / borough council that they will deliver appropriate measures within their powers e.g. enforcement of parking restrictions, active support of travel behaviour campaigns.

and

- There is a local agency (e.g. the district / borough council, town council, neighbourhood planning team) which can champion the Sustainable Travel Town concept and will support the development and delivery of revenue-funded measures such as behavioural change

and

- There is written support from the town council where one exists

and

- There is support from all of the local county council Members

If a proposal meets <u>all</u> of the Local Support criteria it will be added to the programme shortlist.

❸ Stage 3 - Prioritisation

If there is more than one town on the programme shortlist, there will need to be a process for determining prioritisation. The prioritisation will be based on the following criteria:

- The potential for modal shift.

- The proximity to other Sustainable Travel Towns i.e. neighbouring Sustainable Travel Towns should be programmed (where possible) to be delivered in the same timeframe to maximise the opportunity for inter-urban modal shift.

- The availability of funding from third-party sources e.g. developer funding or Government challenge funding.

- Links to strategic transport schemes

- Level of support of passenger transport operators / links to innovative passenger transport schemes

Prioritisation will be undertaken through the GrIPE Cabinet Panel, which has meetings open to the public.

5.   DEVELOPMENT OF ACCEPTED PROPOSALS

It is the County Council's responsibility to develop any proposal accepted into the programme into a full project plan. Many aspects of a scheme, such as highway infrastructure, will be the legal responsibility of the County Council and cannot be delegated to other bodies. However, the County Council will work closely with the promoting organisation and other relevant groups to agree the project plan.

The project plan will set out:

- The aims of the scheme, and the associated monitoring metrics;
- The list of scheme elements to be delivered;
- The programme for delivery, including any interdependencies between elements;
- The estimated cost of each element;
- The delivery agency for each element;
- The sources of funding;
- A communications and engagement plan.

All delivery agents will be fully consulted before the project plan is agreed.

6.   DELIVERY OF SUSTAINABLE TRAVEL TOWN PROGRAMME

Delivery

The County Council will be the lead authority for delivering the overall Sustainable Travel Town programme, but as noted other partners will be required to deliver particular elements.

Monitoring

The delivery of each Sustainable Travel Town scheme will be monitored against both scheme delivery and targets achieved. Scheme delivery against the agreed programme is important to ensure that the package is delivered in its entirety and that interdependencies between the individual elements are maintained.

The overall impact of each Sustainable Travel Town scheme will be assessed in order to provide any appropriate adjustments to future schemes.

The proposing organisation may need to work with external organisations (e.g. academic institutions) as part of the monitoring and evaluation process.

**Appendix 1 POTENTIAL MEASURES TO BE DELIVERED
                IN SUSTAINABLE TRAVEL TOWNS**

Each Sustainable Travel Town will be a package of elements which will combine to achieve the intended sustainable transport and related outcomes.

The package will be individual to each Sustainable Travel Town, but each will contain elements of demand management, new infrastructure for sustainable transport (walking, cycling and public transport) and behavioural change programmes.

Sustainable Travel Towns will also contain elements which enhance the overall perception of the town and its transport system for pedestrians, cyclists and public transport users. Hence elements such as lighting, natural surveillance and planting will also be important.

The potential elements which could make up a Sustainable Travel Town are listed below. It is essential that the combination of elements selected is appropriate for the needs and opportunities within the town, and that all elements of the package are delivered.

Elements which could be included to make up the overall Sustainable Travel Town package include the following:

Infrastructure
- Cycling routes
- Cycle parking
- Walking infrastructure, including widened footways and new links
- Pedestrianisation and shared space
- Safe crossing points for pedestrians and cyclists
- Bus priority infrastructure (e.g. bus lanes and priority at traffic lights)
- High quality waiting facilities on bus routes
- Park and ride
- Real time information screens
- Signing and wayfinding
- Seating
- Lighting
- Reallocation of road space away from the private car
- High Occupancy Vehicle (HOV) lanes
- Traffic calming
- Charging points for electric bicycles

Travel Planning
- Enhanced school travel plans
- Business travel plans

- Station travel plans
- Residential travel plans
- Personal travel plans
- Walking and cycling audits

Promotion and Marketing
- Marketing and promotion of active travel

Maintenance
- Maintenance of footways, cycleways, bus priority measures
- Environmental maintenance of footways etc

Planning elements
- Higher density housing
- Reduced parking standards for new developments (including car-free developments)
- Parking restrictions (including footway parking)
- Urban landscape design
- Provision of local employment services and facilities
- Measures to prioritise cycle / walk / bus access from new developments
- Direct walking / cycling routes from new developments to existing facilities
- Ensuring that new development is accessible by existing bus services
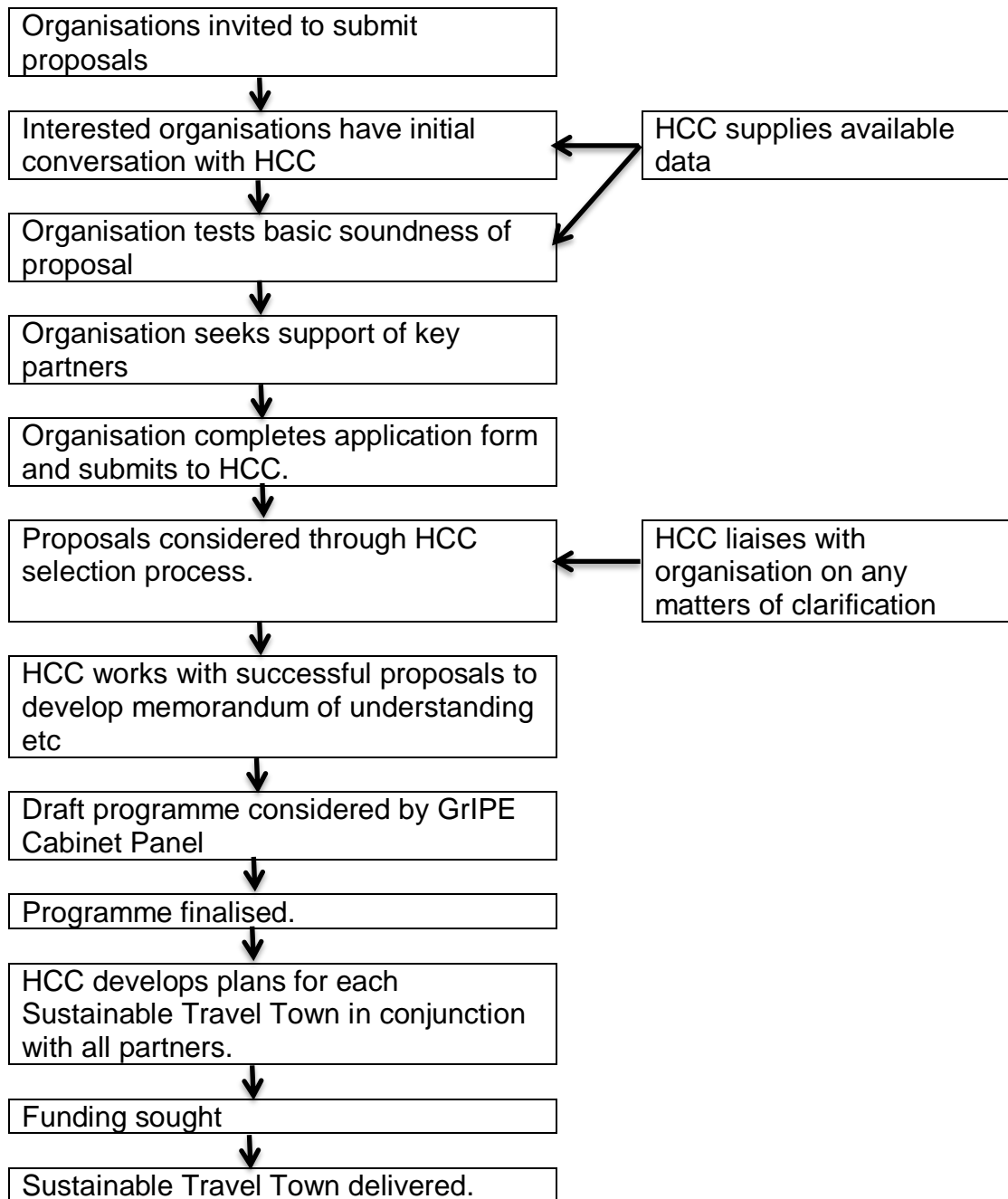
Transport Provision
- Improved bus services
- Improved train services
- Improved access to key public transport nodes
- Consideration of multimodal interchanges

Other Measures
- Planting
- Cycle training (for all ages)
- Decluttering of footways
- Enforcement of parking restrictions
- HGV /delivery restrictions – movements and timings
- Car clubs
- Bike hire schemes
- Shared mobility schemes

Appendix 2 SUMMARY OF APPLICATION AND ASSESSMENT PROCESS

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┌────────────────────────────────┐
│ Organisations invited to submit│
│ proposals                      │
└────────────────────────────────┘
              ↓
┌────────────────────────────────┐        ┌────────────────────────────┐
│ Interested organisations have  │   ↖    │ HCC supplies available     │
│ initial conversation with HCC  │        │ data                       │
└────────────────────────────────┘        └────────────────────────────┘
              ↓                    ↘
┌────────────────────────────────┐
│ Organisation tests basic       │
│ soundness of proposal          │
└────────────────────────────────┘
              ↓
┌────────────────────────────────┐
│ Organisation seeks support of  │
│ key partners                   │
└────────────────────────────────┘
              ↓
┌────────────────────────────────┐
│ Organisation completes         │
│ application form and submits   │
│ to HCC.                        │
└────────────────────────────────┘
              ↓
┌────────────────────────────────┐        ┌────────────────────────────┐
│ Proposals considered through   │   ←    │ HCC liaises with           │
│ HCC selection process.         │        │ organisation on any        │
│                                │        │ matters of clarification   │
└────────────────────────────────┘        └────────────────────────────┘
              ↓
┌────────────────────────────────┐
│ HCC works with successful      │
│ proposals to develop           │
│ memorandum of understanding etc│
└────────────────────────────────┘
              ↓
┌────────────────────────────────┐
│ Draft programme considered by  │
│ GrIPE Cabinet Panel            │
└────────────────────────────────┘
              ↓
┌────────────────────────────────┐
│ Programme finalised.           │
└────────────────────────────────┘
              ↓
┌────────────────────────────────┐
│ HCC develops plans for each    │
│ Sustainable Travel Town in     │
│ conjunction with all partners. │
└────────────────────────────────┘
              ↓
┌────────────────────────────────┐
│ Funding sought                 │
└────────────────────────────────┘
              ↓
┌────────────────────────────────┐
│ Sustainable Travel Town        │
│ delivered.                     │
└────────────────────────────────┘
```

HCC – Hertfordshire County Council

GrIPE – Growth, Infrastructure, Planning and the Economy

Appendix 3 APPLICATION FORM

To be completed by all organisations ("promoting organisation") submitting a proposal for a Sustainable Travel Town (STT).

The completed form should be e-mailed to LTP@hertfordshire.gov.uk.

Applicants should refer to the notes when completing the form.

A: APPLICANT

Name of promoting organisation:

Contact name:
Contact details:
Address
E-mail
Telephone

B: PROPOSAL

Name of Scheme: *[Note 1]*

Description of area covered: *[Note 2]*

Town Council area:

District / Borough Council area:

Issues to be addressed by STT: *[Note 3]* [with supporting data where applicable]

Desired outcomes of STT: *[Note 4]*

Key time constraints / opportunities for delivery: *[Note 5]*

C: FUNDING

What funding is currently available? *[Note 6]*

What opportunities does your organisation have for obtaining / bidding for additional funding? *[Note 7]*

D: LOCAL OBJECTIVES

How do your organisation's objectives support the concept and delivery of the proposed Sustainable Travel Town? *[Note 8]*

E: LOCAL AUTHORITY SUPPORT

Does your local town council support the proposal? [please give contact details] [9]

Does your local district / borough council support the proposal? [please give contact details] *[Note 9]*

F: LOCAL PLAN POLICIES

How is the concept / delivery of Sustainable Travel Towns supported in the adopted District / Borough Local Plan? *[Note 10]*

G: LOCAL DELIVERY SUPPORT

Which organisation will support the local delivery of measures such as behavioural change programmes? *[Note 11]*

What resources does this organisation have to deliver these programmes?

What support would this organisation require?

Notes to Application Form

B: PROPOSAL

[1]

The name of the scheme will normally refer to the town or sub-area of the town covered e.g. Anyville Sustainable Travel Town or North Anyville Sustainable Travel Town.

The County Council reserves the right to change the name to avoid confusion with any other scheme or for any other reason it deems fit.

[2]

This should include a map showing the boundary of the area proposed.

Details within the boundary are not required at application stage.

The reason for the area chosen is particularly important where only a sub-area of the town is proposed.

[3]

The primary purpose of Sustainable Travel Towns is to create a shift from car journeys to sustainable travel (walking, cycling and public transport). Therefore the issues to be addressed should be ones which can be tackled by increased sustainable transport e.g. congestion, parking problems, air quality, health.

However, there may also be links to wider aims such as air quality, health and the local economy where it can be shown that changes to transport can have a positive effect.

Supporting data will be required, and any data that can be supplied at the initial application stage is welcomed. However, data issues will be discussed at the initial meeting, where currently available data and any need for further collection will be considered.

[4]

Initially the desired outcomes can be expressed as general objectives e.g. cleaner air or more footfall in local shops. If the proposal is taken forward for delivery these objectives will need to be converted into specific targets.

Detailed scheme proposals are not required at this stage, and are generally discouraged, as they will emerge during the development phase of any successful proposal.

Greater weight will be given to proposals which show a clear vision of what the future could look like. Although this must be related to transport, the vision may also encompass the overall quality of life, the "feel" of a place, or other wider factors.

[5]

This may relate to events such as new development or funding streams, and could be either a "can't start before" or a "must finish by" date. Not all proposals will have any constraints / opportunities.

C: FUNDING

[6]

Details should be provided of any funding that is available to the promoting organisation or has been promised by any of the supporting organisations.

Local funding is not a requirement for any proposal, but any funding that is available will be beneficial for the County Council or other bodies bidding for additional grant funding for the scheme.

[7]

Please provide details of any funding streams that your organisation is eligible to bid for in relation to sustainable transport.

The County Council will seek to bid for any funding streams that are open to it, but there will be funding opportunities that are only open to other organisations.

Where the proposal has wider objectives beyond just transport, it may be appropriate to bid for funds which seek to improve, for example, air quality, public health or the vitality of high streets.

Potential sources of funding include Big Lottery Fund, Heritage Lottery Fund and local grant funders.

D: LOCAL OBJECTIVES

[8]

Reference should be made to any objectives, policies or plans of your organisation that match the underlying concepts behind Sustainable Travel Towns.

This should relate to any document produced by your organisations. This may include the Local Plan, neighbourhood plans, constitutions / objectives of the organisation, vision documents etc.

The aim is to show that the proposing organisation's ethos is in line with the Sustainable Travel Town concept.

E: LOCAL AUTHORITY SUPPORT

[9]

At draft submission stage this only needs to be support in principle. Written evidence (e.g. copies of e-mails) should be attached with the application. It is the responsibility of the proposing organisation to gain this support in principle.

If required, the County Council can help to provide details of the relevant contact people at the local councils.

If the proposal progresses beyond the draft submission phase, a formal statement of support such as a Memorandum of Understanding will need to be produced. The County Council will work with the proposing organisation to develop these statements.

F: LOCAL PLAN POLICIES

[10]

Reference should be made to specific policy statements in the Local Plan where these exist.

The Local Plan will be available on the website of the relevant district / borough council. In some cases it may be more appropriate to refer to an emerging Local Plan rather than the adopted plan. The district / borough council contact should be able to provide advice on the appropriate policies.

G: LOCAL DELIVERY SUPPORT

[11]

Name of organisation required. Where appropriate, this may be the same as the promoting organisation.

The organisation should be able to provide on the ground and day-to-day contact with local residents, businesses etc, and act as a champion for the measures within the Sustainable Travel Town.

The resources that the organisation can provide are more about people and supporting structures rather than funding (which is covered in Section C).