

Local Sustainable Transport Fund

Getting Cambridge to Work

2015—2016 Report

In 2012 Cambridgeshire County Council was awarded £5 million through the Local Sustainable Transport Fund, to spend on sustainable transport projects between the years 2012 to 2015.

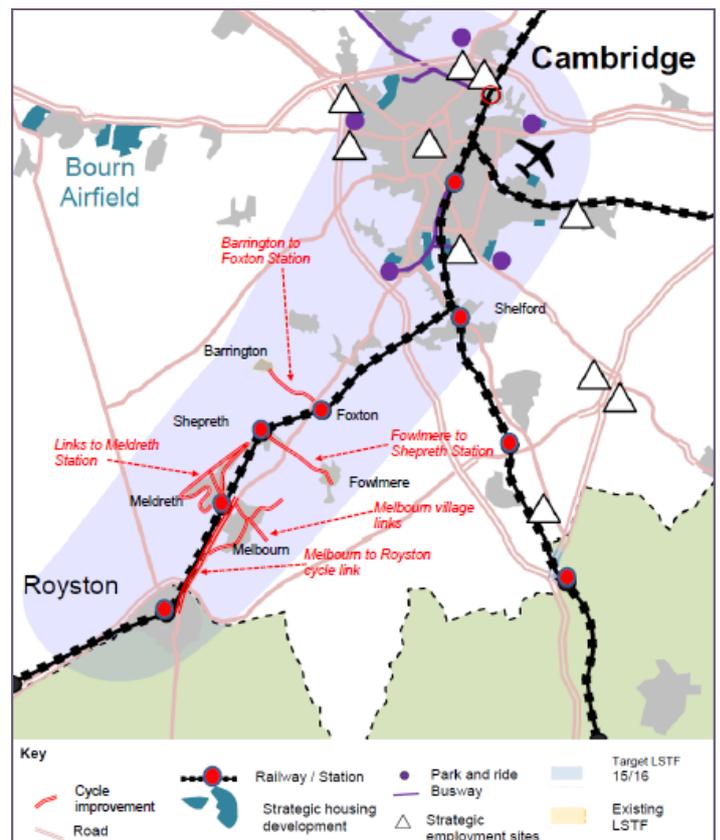
Due to the success of the 2012-2015 LSTF projects, Cambridgeshire County Council has been awarded further £1 million funding for the 15/16 financial year. This funding focused on three new areas; the A428 corridor, the town of Wisbech in north Cambridgeshire, as well as the A10 corridor between Cambridge and Royston.

Cambridgeshire's LSTF programme was divided up into three elements which are:

- ⇒ Improving links to transport interchanges and corridors
- ⇒ Improving links to employment areas and educational sites
- ⇒ Targeted marketing and information

This report explains how each element has developed over the year of funding and details many of the different projects that have taken place.

A timeline of funding runs throughout the report. This timeline includes some of the key achievements in numbers that have been made since funding has been awarded.



A map of one of the LSTF funding corridors: The A10 between Cambridge and Royston.



April 2015

£1 million awarded



30 employer events



9 events for the
Festival of Cycling

Improving links to transport interchanges and corridors

As capital funding was not available, this element of the programme was focused on improving the use of existing routes rather than improving the infrastructure.

Monies from the LSTF were used to support the Bike Bus initiative, a bus that had an attached trailer to carry bicycles. This enabled 778 people to venture further afield on two wheels.

An audit was performed of cycle and walking routes throughout the Wisbech area examining what facilities were available for people travelling on two wheels or two feet. This was done with consultation of 70 stakeholder groups and nine Parish Councils.



104 companies
took part in the
Cycle Challenge

Improving links to employment and educational sites

The aim of this element of the programme was to improve links to major employment hubs to make it easier for people to travel to and from work in a variety of different ways. By offering grants to companies and organisations, £60,000 of match funding was generated in the year.

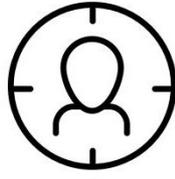
16 employers have become members of Travel for Cambridgeshire to bring the total number up to 200. As a member, employers are offered travel plan support,

development and maintenance services, along with a range of sustainable travel discounts such as money off bicycles, accessories and clothing, discounted cycle training and money off rail travel.

The Bike It programme ran in over 26 schools, helping to teach children the skills they need to cycle safely on the streets. Not only does this help to ease traffic congestion in peak times, it also helps to keep children fit and healthy.



Bike it officers
helped over 29
schools



4,940 households targeted with
Personalised Travel Planning

Targeted marketing and information

This element of the programme aimed to help provide people with the information that they need to use the sustainable transport and infrastructure that is available to them.

Personalised Travel Planning was a major part of this programme. In St Neots, trained travel advisers engaged with 2744 households to discuss alternative and more sustainable ways to travel. 4,940 households received targeted transport material. This resulted in a 7% modal shift away from single occupancy car use in St Neots, exceeding the target for the project of 5%.

New Active Packs were created for the Wisbech area that combined walking, cycling and public transport information into a simple format.

These travel materials were given out at events, delivered to homes and on request to provide the public with information with new ways to travel in their local area.

The LSTF supported over 30 employer events within the LSTF area. These events have involved Dr Bike and try-out sessions. The Festival of Cycling events also took place again in 2015 with nine events over 5 different locations. These events provided the public with a chance to give their opinion on cycling and walking whilst getting the opportunity to take part in several games and give various cycles a go.

The Cambridge News Big Bike Ride in 2015 was sponsored by the LSTF programme to help promote awareness and the value of cycling throughout the County.

601 Cycle
Challenge
users



A workplace engagement with staff members to raise awareness of sustainable travel options in the area

April 2016

Looking
towards a
sustainable
future!



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