Applicant Information

Local transport authority name(s):

Hampshire County Council (Lead Authority)

In partnership with the New Forest National Park Authority and the South Downs National Park Authority.

Bid Manager name and position:

Tobias Bauer, Two National Parks LSTF Programme Manager

Contact telephone number: 01962 846735

Email address: tobias.bauer@hants.gov.uk

Postal address:
Economy, Transport and Environment Department
Hampshire County Council,
The Castle
Winchester
SO23 8RY

Website address for published bid: www.hants.gov.uk/transport-fundingbids.htm
SECTION A - Project description and funding profile

A1. Project name: Two National Parks Sustainable Travel Transition Year Programme

A2. Headline description:

Our proposal builds on the success of our Local Sustainable Transport Fund programme, and will facilitate use of sustainable travel modes by both residents and visitors to the New Forest and South Downs National Parks. We have achieved more sustainable travel patterns amongst target audiences and believe that by building on the success of our interventions, we will grow modal shift and the rural economy.

We will:
- increase public transport use by improving services and user information, and provide a better experience at transport gateways;
- reduce car traffic and increase visitor spend by mainstreaming sustainable travel to access attractions and workplaces; and
- increase walking and cycling trips improving health.

Figure 1 - Project Area

A3. Total package cost (£m): £869,500

A4. Total DfT revenue funding contribution sought (£m): £570,000

A5. Local contribution (£m): £299,500
We have secured the following local contributions:

Table 1 - Local Contributions

<table>
<thead>
<tr>
<th>Partner (name or sector)</th>
<th>Level of Match funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beaulieu Estates</td>
<td>£10,000.00</td>
</tr>
<tr>
<td>Brighton &amp; Hove City Council and Breeze Partnership</td>
<td>£10,000.00</td>
</tr>
<tr>
<td>Community First – New Forest</td>
<td>£7,000.00</td>
</tr>
<tr>
<td>Community Rail Partnerships x 4 ( SCRP, EHCRP, HCRP, B&amp;LCRP)</td>
<td>£35,800.00</td>
</tr>
<tr>
<td>Go South Coast</td>
<td>£50,000.00</td>
</tr>
<tr>
<td>Haslemere Vision</td>
<td>£13,000.00</td>
</tr>
<tr>
<td>New Forest National Park Authority</td>
<td>£31,700.00</td>
</tr>
<tr>
<td>New Forest National Park Authority (Staff)</td>
<td>£55,000.00</td>
</tr>
<tr>
<td>Hampshire County Council (Staff)</td>
<td>£3,000</td>
</tr>
<tr>
<td>NF Ice Cream, Exon Mobil, Go South Coast</td>
<td>£13,000.00</td>
</tr>
<tr>
<td>South Downs Cycle Hire Partnership</td>
<td>£5,000.00</td>
</tr>
<tr>
<td>South Downs National Park Authority</td>
<td>£8,000.00</td>
</tr>
<tr>
<td>South Downs National Park Authority (Staff)</td>
<td>£46,000.00</td>
</tr>
<tr>
<td>South West Trains</td>
<td>£7,000.00</td>
</tr>
<tr>
<td>Transport Operators</td>
<td>£5,000.00</td>
</tr>
<tr>
<td>Total</td>
<td>£299,500</td>
</tr>
</tbody>
</table>

Some letters of support which make reference to match funding are available in Appendix A - Letters of Support.

A6. Equality Analysis

Has any Equality Analysis been undertaken in line with the Equality Duty?
✓ Yes    ☐ No

A7. Partnership bodies

The current Two National Parks LSTF programme has achieved its success by working closely and collaboratively with a wide range of stakeholders and partners. Given the extensive geography of the programme, much effort has gone into creating partnerships which allow effective delivery of the projects.

Partnerships exist on a number of levels. The primary partnership is between the two National Park Authorities, which administer the day-to-day delivery of the programme, and Hampshire County Council as the lead authority and accountable body.

We will also continue to work closely with other delivery partners from a variety of sectors in order to maximise efficiencies and achieve shared outcomes. Our delivery partners include (see Table 2 for details):
Effective engagement with local tourism businesses has been a particular strength of the current programme and has enabled us to promote sustainable travel to visitors via a number of different channels; our collaborative approach has resulted in a strong working relationship with the tourism industry as demonstrated in the LSTF business survey reported in the Visitor Travel case study.

The Two National Parks programme has also worked closely with other LSTF projects and shared Best Practice with visitor-focused sustainable travel programmes in the Lake District and on the Isle of Wight. Best Practice is also being shared with other National Parks through National Parks England, the association of English National Park Authorities.

A full list of partners and their role in programme delivery is included in Table 2 below.

Table 2 - List of Partners

<table>
<thead>
<tr>
<th>Partnership body</th>
<th>Role summary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hampshire County Council</td>
<td>Lead Local Authority and accountable body</td>
</tr>
<tr>
<td>Brighton and Hove City Council</td>
<td>Local Authority delivery partner (bus scheme)</td>
</tr>
<tr>
<td>East Sussex County Council</td>
<td>Local Authority delivery partner (cycling and walking schemes)</td>
</tr>
<tr>
<td>West Sussex County Council</td>
<td>Local Authority supporter</td>
</tr>
<tr>
<td>New Forest National Park Authority</td>
<td>Main partner and delivery lead for New Forest schemes</td>
</tr>
<tr>
<td>South Downs National Park Authority</td>
<td>Main partner and delivery lead for South Downs schemes</td>
</tr>
<tr>
<td>Go South Coast</td>
<td>Transport Operator and delivery partner (bus schemes)</td>
</tr>
<tr>
<td>Brighton &amp; Hove Buses</td>
<td>Transport Operator and delivery partner (bus schemes)</td>
</tr>
<tr>
<td>Govia Thameslink Railway (Southern)</td>
<td>Delivery partner (Community Rail and rail promotions)</td>
</tr>
<tr>
<td>South West Trains</td>
<td>Delivery partner (Community Rail and rail promotions)</td>
</tr>
<tr>
<td>Community First New Forest</td>
<td>Delivery partner for Health Walks programme</td>
</tr>
<tr>
<td>Haslemere Vision</td>
<td>Delivery partner for station tourism concierge and travel planning</td>
</tr>
<tr>
<td>Sustrans</td>
<td>Sustainable transport charity and delivery partner and scheme advisor (cycling and walking measures)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Partnership body</th>
<th>Role summary</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Haslemere Community Rail Partnership</td>
<td>Delivery partners (station enhancements, visitor information, rail travel promotions, community engagement and Schools Rail initiatives)</td>
</tr>
<tr>
<td>• Brockenhurst to Lymington Community Rail Partnership</td>
<td></td>
</tr>
<tr>
<td>• East Hampshire Community Rail Partnership</td>
<td></td>
</tr>
<tr>
<td>• Sussex Community Rail Partnership</td>
<td></td>
</tr>
<tr>
<td>Coast 2 Capital</td>
<td>Local Enterprise Partnership and delivery supporter</td>
</tr>
<tr>
<td>Enterprise M3</td>
<td>Local Enterprise Partnership and delivery supporter</td>
</tr>
</tbody>
</table>

**SECTION B – The Business Case**

**B1. The Strategic Case**

Our programme of 18 small schemes builds on the successes delivered through the current Two National Parks LSTF Programme and will continue to transform the way visitors and residents travel to and around the National Parks. In order to achieve our ambitious objectives, we are proposing a mix of joint schemes and ones that are specific to each National Park. The former type of projects, such as the Schools Rail Outdoor Learning Visits initiative, will allow us to maximise and benefit from economies of scale and shared learning across the two National Parks.

The inclusion of schemes which are specific to each National Park, will enable us to deliver tailored interventions that take account of the individual circumstances in the parks and to make full use of Best Practice and the experience developed through the current programme. In developing this transition funding bid, we have selected some of our most successful and deliverable schemes for expansion and further development. A short description of each scheme is provided in the *Project Plan Appendix B*.

Since we may share audiences with other Sustainable Travel Transition Year projects in the area, we have worked collaboratively with neighbouring Local Authorities to avoid duplication of schemes and to ensure compatibility across bids.

Our programme of sustainable travel projects has been selected to deliver three main themes.

**Theme 1: Better Futures - Growing Sustainable Tourism**

Schemes in this theme build on the development of the car-free offerings in both National Parks ensuring that visitors are both aware of, and able to use, the full range of transport modes available. We will give users the confidence to overcome real and perceived barriers to using active and public transport modes by offering a wide range of quality opportunities supported by digital technologies. Theme 1 outcomes include increased overnight stays, increased use of sustainable travel modes and increased visitor spend.
Theme 2: Better Access – Gateways and Travel
The range of schemes in this theme makes the most of key transport gateways in both National Parks ensuring that bespoke bus services deliver both visitors and visitor service staff to key attractions and employment sites. Successful partnerships with Community Rail Partnerships will be further supported to enhance the rail offer and increase use of rail by schools. Targeted promotions such as ‘Have an Adventure by bus and rail’, will increase off-peak public transport use and visitor spend whilst reducing traffic congestion associated with visitor attractions.

Theme 3: A Better Way to Go – Cycling and Walking
Our tailored programme of active travel interventions will encourage participants from a variety of backgrounds and experiences to walk and cycle more. Our projects will help to build user confidence, increase levels of physical activity and build a legacy of confident new users and local cycle champions in preparation for delivery of the new Access Fund. Outcomes include economic growth for cycle hire and associated industries, and an increase in related jobs as well as improved public health.

We recognise the links between sustainable travel and both economic growth and healthy, physically active communities. Table 3 below shows how our projects will contribute to achieving the DfT’s Transition Year Fund objectives.

Table 3 - Analysis of projects by transition year fund objectives

<table>
<thead>
<tr>
<th>Theme</th>
<th>Scheme</th>
<th>Core Objectives</th>
<th>Secondary Objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Economic Growth</td>
<td>Carbon emission reduction</td>
</tr>
<tr>
<td>Better Futures – Growing Sustainable Tourism</td>
<td>Car free &amp; Care free</td>
<td>✔️ ✔️ ✔️</td>
<td>✔️ ✔️ ✔️ ✔️ ✔️</td>
</tr>
<tr>
<td></td>
<td>Car free camping</td>
<td>✔️ ✔️ ✔️</td>
<td>✔️ ✔️ ✔️ ✔️ ✔️</td>
</tr>
<tr>
<td></td>
<td>Information provision and SMART National Park</td>
<td>✔️ ✔️ ✔️ ✔️</td>
<td>✔️ ✔️ ✔️ ✔️ ✔️</td>
</tr>
<tr>
<td>Better Access – Gateways and Travel</td>
<td>Beach Bus</td>
<td>✔️ ✔️ ✔️ ✔️</td>
<td>✔️ ✔️ ✔️ ✔️ ✔️</td>
</tr>
<tr>
<td></td>
<td>Beaulieu Shuttle</td>
<td>✔️ ✔️ ✔️ ✔️</td>
<td>✔️ ✔️ ✔️ ✔️ ✔️</td>
</tr>
<tr>
<td></td>
<td>Stanmer shuttle</td>
<td>✔️ ✔️ ✔️ ✔️</td>
<td>✔️ ✔️ ✔️ ✔️ ✔️</td>
</tr>
<tr>
<td></td>
<td>Community Rail Partnerships</td>
<td>✔️ ✔️ ✔️ ✔️ ✔️</td>
<td>✔️ ✔️ ✔️ ✔️ ✔️ ✔️</td>
</tr>
<tr>
<td></td>
<td>Forest Bus</td>
<td>✔️ ✔️ ✔️ ✔️ ✔️</td>
<td>✔️ ✔️ ✔️ ✔️ ✔️ ✔️</td>
</tr>
<tr>
<td></td>
<td>Have an adventure by bus and train</td>
<td>✔️ ✔️ ✔️ ✔️ ✔️</td>
<td>✔️ ✔️ ✔️ ✔️ ✔️ ✔️</td>
</tr>
<tr>
<td></td>
<td>Schools rail projects</td>
<td>✔️ ✔️ ✔️ ✔️</td>
<td>✔️ ✔️ ✔️ ✔️ ✔️ ✔️</td>
</tr>
<tr>
<td></td>
<td>Travel Concierge service and guided cycle rides programme</td>
<td>✔️ ✔️ ✔️ ✔️</td>
<td>✔️ ✔️ ✔️ ✔️ ✔️ ✔️</td>
</tr>
<tr>
<td></td>
<td>Travel Concierge and visitor travel planning</td>
<td>✔️ ✔️ ✔️ ✔️</td>
<td>✔️ ✔️ ✔️ ✔️ ✔️ ✔️</td>
</tr>
<tr>
<td>A Better Way to Go – Cycling and Walking</td>
<td>Cycle the Downs</td>
<td>✔️ ✔️ ✔️ ✔️</td>
<td>✔️ ✔️ ✔️ ✔️ ✔️ ✔️</td>
</tr>
<tr>
<td></td>
<td>Health walks prescription programme</td>
<td>✔️ ✔️ ✔️ ✔️</td>
<td>✔️ ✔️ ✔️ ✔️ ✔️ ✔️</td>
</tr>
</tbody>
</table>
Visitor Travel in the National Parks

The New Forest and South Downs National Parks attract large numbers of visitors every year and the tourism industry is a crucial economic driver in the rural South East (see Table 4). Businesses and residents in the area depend on day and staying visitors to support a thriving rural economy, and the importance of tourism within the National Parks, and their value as attractive places to do business, is emphasised in the Strategic Economic Plans of the local LEPs (Enterprise M3, Coast to Capital, Southeast LEP). However, visitors to the area generate large amounts of car traffic which increasingly compromise both the visitor experience and the environment and, in the longer term, the economic wellbeing of the area. In order to safeguard the sustainability of the rural visitor economy, it is important to reduce reliance on the private car use by encouraging a greater proportion of visitors to arrive by and travel around the National Parks by public transport, foot and bicycle. The experience we have gained through previous LSTF and Cycle Ambition programmes will be invaluable in delivering successful Transition Year and Access Fund projects in rural and protected landscapes.

Table 4 - Summary of economic impact of tourism in the National Parks

<table>
<thead>
<tr>
<th>Impact of tourism</th>
<th>South Downs²</th>
<th>New Forest³</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual visitor days</td>
<td>46M</td>
<td>13.5M</td>
<td>59.6M</td>
</tr>
<tr>
<td>Annual income</td>
<td>£464M</td>
<td>£108M</td>
<td>572M</td>
</tr>
<tr>
<td>Jobs</td>
<td>6,976</td>
<td>2,600</td>
<td>9,576</td>
</tr>
</tbody>
</table>

The role of recreational travel in long term travel behaviour change

Behaviour change research indicates that it is often easier to change the behaviour of visitors rather than that of residents. Visitors tend to be more likely to change their normal behaviour when out of their everyday environment and therefore more willing to switch from private car use to sustainable modes. Destinations can influence this process by making transport part of the visitor experience rather than a necessary journey, and by creating and marketing attractive alternatives to car travel; almost half (49%) of visitors in our visitor surveys cited enjoyment as main motivation for using sustainable transport modes and while enhanced public transport, walking and cycling experiences can encourage modal shift, poor public transport and a lack of safe walking/cycling routes are detrimental to both residents and visitors. Increased visitor use and spend on local transport can also create additional benefits.

² South Downs Visitor & Tourism Economic Impact Study, TSE Research, January 2013
³ Visitor Survey of the New Forest National Park, TSE Research, 2004-2005
benefits for residents. Temporary LSTF/Transition Year subsidies for visitor buses can, for example, make previously underused bus services financially viable and continued residential service provision much more likely.

Further evidence on how behaviour in a leisure context can transform long-term travel behaviour patterns, has been provided by Cycling England’s *Finding New Solutions* programme. The programme identified that 38% of non-cyclists that were introduced to cycling through a leisure experience reported a sustained increase in cycling in follow-up surveys turning them into regular or occasional cyclists. These findings support the Two National Parks Programme’s approach to travel behaviour change, i.e. the provision of highly enjoyable and inspirational travel experiences, accompanied by follow-up support and interventions, to enable users to make the transition from trying non-car modes as part of a leisure experience to regular usage for commuting and utility journeys.

However, focussing on visitors also creates some challenges in overcoming access to viable sustainable transport alternatives. Visitors, unlike commuters, tend to ‘chain’ their trips by visiting a number of sites in one day for a variety of reasons. This means that interventions cannot focus on one type of trip purpose alone, but must address all barriers to sustainable travel and provide innovative solutions.

Table 5 - Economic impacts of modal change

<table>
<thead>
<tr>
<th>Mode</th>
<th>Car replacement trips</th>
<th>Visitor spend by mode</th>
<th>Total</th>
<th>Equivalent spend by car users of £8.34$^4$</th>
<th>Sustainable mode additional spend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cycle</td>
<td>27,125</td>
<td>£20</td>
<td>£542,500</td>
<td>£226,222</td>
<td>£316,278</td>
</tr>
<tr>
<td>Walk</td>
<td>10,850</td>
<td>£20</td>
<td>£217,000</td>
<td>£90,489</td>
<td>£126,511</td>
</tr>
<tr>
<td>Bus</td>
<td>48,825</td>
<td>£13</td>
<td>£634,725</td>
<td>£264,680</td>
<td>£370,045</td>
</tr>
<tr>
<td>Rail</td>
<td>21,700</td>
<td>£26</td>
<td>£564,200</td>
<td>£235,271</td>
<td>£328,929</td>
</tr>
<tr>
<td>Total</td>
<td>108,500</td>
<td>£26</td>
<td>£1,958,425</td>
<td>£816,663</td>
<td>£1,141,762</td>
</tr>
</tbody>
</table>

Tourism is also a significant employer in the National Parks both directly and indirectly through the supply chain. However, many visitor attractions in the National Parks are isolated from the main public transport hubs and services (for example Beaulieu in the New Forest) and the car is often the only way of getting to work. By their nature, visitor attractions employ younger staff and pay below-average salaries which means that access to a car is often even more difficult and expensive. Through the Sustainable Travel Transition Year programme, we will continue to work with visitor attractions to develop their car-free offer for visitors, but will widen the scope of our projects to enabling staff to reach their employment sites by bus, walking and cycling.

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$^4$ Visitor Travel Case Study: Sustainable Travel Choices User Survey 2013, Cumbria Tourism, 2013
Building on past success

Our Transition Year Fund bid builds upon unprecedented and valued investment in sustainable travel through LSTF and Cycling Ambition grant funding programmes, local authority and private sector investment, which enabled us to achieve a significant change in the way visitors travel to and around the two National Parks. The schemes detailed in this bid take those aspirations a step further. By building on the success of the existing schemes to further reduce car dependency, we will enhance and promote the use of public transport, walking and cycling and reduce the adverse effects of car travel such as peak period congestion, parking pressures and air quality issues. The 2016-17 programme also broadens our visitor travel focus to ensure wider benefits for local communities, particularly through improved access to tourism businesses, towns and villages where the majority of employment is found within the National Parks.

Our visitor travel case study for the New Forest, South Downs and Lake District National Parks highlights the immediate successes of the 2012-15 programme. Follow-up visitor surveys in both National Parks in 2015 have further illustrated very positive changes in modal shift. In the South Downs, results showed that although car use remained the main mode of transport, it had dropped from 81% to 76%. Meanwhile, train use increased from 3% to 5%, cycle use from 3% to 4%, walking from 2% to 4% and coach tours from 1% to 4%. In the New Forest, car use among staying visitors has dropped substantially from 77% to 43% for travel around the park and from 90% to 83% for travel to the park. Only 78% of day visitors now arrive by car compared to 90% in 2014.

In the New Forest, the survey indicated that more people recalled seeing information about sustainable transport during their visit (68%) than beforehand (33%)⁵. One-fifth (19%) of visitors to the South Downs (which is a significantly larger area) had seen information prior to their visit, compared to 11% during their visit⁶. Our Sustainable Transport User surveys give early indications of this change taking place: 61% of all visitors said they would definitely be more likely to choose their sustainable travel choice again on holidays, and 36% said they would definitely be more likely to use their travel choice when back home⁷. Evidence of the impact marketing and branding activities had across the three parks is shown in the graphic below:

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⁵ Visitor Travel Case Study Final Report (2015) Unpublished, with the DfT.
The proximity of both National Parks to each other and larger urban areas along England’s south coast gives us significant opportunity to introduce more people to new modes through positive leisure experiences of sustainable travel, which can translate into longer term modal shift for utility journeys at home. Through this approach, our leisure-focussed programme adds significant value to proposed neighbouring sustainable travel programmes (such as Better Connected Solent, Rural Hampshire and STAGES - Sustainable Travel and Access for Growth in East Sussex).

**Driving Behavioural Change**

The DfT’s ‘Enabling behaviour change’ information pack provides helpful guidance to best understand what makes people change their behaviour. By understanding and embedding this theory into the sustainable travel schemes as part of this bid, the ability to change behaviour and ensure value for money (through targeted interventions) is maximised. The following relevant behaviour change issues were identified and helped to inform the development of the schemes.

Table 6 - Issues and solutions.

<table>
<thead>
<tr>
<th>Issues</th>
<th>Solutions in the bid</th>
</tr>
</thead>
<tbody>
<tr>
<td>Although recent (2015) surveys indicate a positive shift in mode share amongst some visitor groups car travel in both National Parks remains high.</td>
<td>Programme is geared towards comprehensive mode shift, with targeted travel campaigns, car free packages, provision of cycle hire opportunities and bus services tailored to support access to visitor attractions and cultural destinations.</td>
</tr>
<tr>
<td>Multi-modal public transport journeys can be difficult to plan due to a myriad of operators and information sources.</td>
<td>Effective and targeted transport services and information provision will position the New Forest as the first SMART National Park influencing mode choice of 100,000 car-based visitors.</td>
</tr>
<tr>
<td>Schools’ access to outdoor learning (OL) in National Parks is largely dependent on expensive coach hire with coach traffic contributing to congestion hot spots.</td>
<td>Schools’ Rail Project will link outdoor learning (OL) providers with local rail stations and create new education packages linked to sustainable travel</td>
</tr>
</tbody>
</table>
### Issues

<table>
<thead>
<tr>
<th>Issues</th>
<th>Solutions in the bid</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cycling is limited by lack of availability of cycle hire bikes at a wide range of locations and low levels of cycling confidence in visitor and resident populations.</td>
<td>A new partnership of cycle shops and hire operators will generate a significant increase in hires, and options for one way journeys, creating more jobs in the industry. Recruitment and training of 50 additional cycle ambassadors and programme of rides and community events will increase confidence in cycling safety and raise levels of uptake.</td>
</tr>
<tr>
<td>Existing bus services are often ineffective in providing access to visitor attractions and centres of tourism based employment.</td>
<td>Proposals for bespoke services such as Beaulieu and Stanmer Shuttle will provide visitor and staff access to key locations.</td>
</tr>
</tbody>
</table>

### Positioning ourselves for the Access Fund

Throughout the transition year period, we will work with Local Authority partners to develop proposals for the Access Fund (2017 onwards). We anticipate that this will include, amongst others, measures in both National Parks to:

- complete and/or upgrade missing links in walking and cycling infrastructure to enable easier access to employment sites, communities and attractions;
- improve the integration of different modes of sustainable travel at railway stations; and
- manage travel demand by providing effective and reliable information to visitors and residents through smart mobility projects and through ‘rural-proofing’ concepts developed through Smart City projects nationally.

### B2. The Economic Case – Value for Money

To establish the programme’s Value for Money, we have assessed the benefits of the bid based on decongestion, value of reduced carbon dioxide (CO₂) emissions, value of improved health through physical activity, and contribution to the visitor economy.

Based on our calculations, the headline impacts of the project are shown in the infographic below.
To make this assessment, the following tools and guidance, recognised and recommended by the DfT, have been applied:

- The World Health Organisation’s Health Economic Assessment Tool (HEAT)
- Decongestion benefits using standard methods recommended by DfT
- Carbon calculations carried forward from previous bids for consistency

The approach adopted is fully consistent with the previous Two National Parks LSTF (2015/16 extension) bid submitted in 2014.

Table 7 provides an outline of the extensive non-monetised benefits across this proposed programme, showing significant reductions in the number and distance of car journeys, whilst simultaneously showing an impressive increase in cycling and walking levels.

Table 7- Summary of non-monetary benefits across the programme

<table>
<thead>
<tr>
<th>Factor</th>
<th>Metric</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expected decrease in number of annual car journeys</td>
<td>108,500</td>
</tr>
<tr>
<td>Expected decrease in number of annual car km’s</td>
<td>2,059,655</td>
</tr>
<tr>
<td>Reduced CO₂ emissions (t)</td>
<td>2,164</td>
</tr>
<tr>
<td>Increase in visitors who walk and cycle (transfer from car)</td>
<td>37,975</td>
</tr>
</tbody>
</table>

The increase in walking and cycling trips shown in Figure 3 above (+0.57m) include not just transfer from car, but also generated trips resulting from making walking and cycling more attractive, supported by marketing and awareness initiatives. Benefits from the proposed programme have been monetised and are shown in Table 8.
Table 8 - Summary of monetary benefits across the programme

<table>
<thead>
<tr>
<th>Factor</th>
<th>Based on 6p/km</th>
<th>Based on 12p/km</th>
</tr>
</thead>
<tbody>
<tr>
<td>User benefits</td>
<td>722,183</td>
<td>722,183</td>
</tr>
<tr>
<td>Decongestion</td>
<td>895,634</td>
<td>1,791,268</td>
</tr>
<tr>
<td>Infrastructure</td>
<td>14,927</td>
<td>14,927</td>
</tr>
<tr>
<td>Reduction in accidents</td>
<td>514,194</td>
<td>514,194</td>
</tr>
<tr>
<td>Local air quality and noise</td>
<td>37,396</td>
<td>37,396</td>
</tr>
<tr>
<td>Reduced greenhouse gases</td>
<td>120,436</td>
<td>120,436</td>
</tr>
<tr>
<td>Indirect taxation</td>
<td>-673,820</td>
<td>-673,820</td>
</tr>
<tr>
<td>Health and reduced absenteeism benefits</td>
<td>3,300,869</td>
<td>3,300,869</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>4,931,818</strong></td>
<td><strong>5,827,452</strong></td>
</tr>
<tr>
<td>Visitor Economy benefit</td>
<td>1,141,762</td>
<td>1,141,762</td>
</tr>
</tbody>
</table>

The appraisal assumptions are consistent with the previous Two National Parks bid and, as such, are also consistent with DfT WebTAG guidance. The appraisal period considered is ten years. The forecast year is 2016/17. The calculations include 20% optimism bias and are based on the total package value including match funding.

**Key Assumptions**

- The average car occupancy is 1.6 people.
- The user benefit per passenger is 5.2 generalised minutes.
- The proportion of new cyclists who would not otherwise have been physically active is 25%.
- The price per tonne of CO₂ emissions is valued at £29.
- The cost of congestion is estimated to be between 6p and 12p per km.
- Visitor economy contribution is based on a conservative value using day visitor spend data.

The Health and Economic Assessment Tool (HEAT) estimates the value of reduced mortality that results from regular walking or cycling. The results from this programme are shown below, reinforcing the additional cycling and walking kilometres and trips that arise from our proposals.

---

8 Based on an average generalised cost of 79 minutes per trip, a 25% change in demand from car and a demand elasticity with respect to change in generalised cost of -1


Table 9 - HEAT model outputs

<table>
<thead>
<tr>
<th>Measure</th>
<th>Current Situation</th>
<th>As a result of the proposed programme</th>
<th>Current Situation</th>
<th>As a result of the proposed programme</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average distance cycled / walked per person per year</td>
<td>14.4km</td>
<td>14.4km</td>
<td>7.5km</td>
<td>7.5km</td>
</tr>
<tr>
<td>Reduction in the risk of mortality</td>
<td>1%</td>
<td>1%</td>
<td>0.50%</td>
<td>0.50%</td>
</tr>
<tr>
<td>Annual estimate of existing and projected cycling/walking individuals</td>
<td>342,126</td>
<td>356,801</td>
<td>8,250,000</td>
<td>8,850,000</td>
</tr>
<tr>
<td><strong>Additional cyclists / walkers</strong></td>
<td>-</td>
<td>3,614</td>
<td></td>
<td>147,768</td>
</tr>
</tbody>
</table>

We have examined the predicted changes in car mode share and resulting reduction in car km, applying this to existing carbon emissions (CO₂) figures to generate predicted CO₂ savings. The 2015/16 mode shares have been derived from the 2015 Visitor Survey Data.

Table 10 - Forecast changes in car mode share and tonnes CO2 saved

<table>
<thead>
<tr>
<th>Car mode share</th>
<th>2015/16 - Baseline</th>
<th>2016/17 - with Scheme</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staying visitors: travel around New Forest</td>
<td>43%</td>
<td>40%</td>
</tr>
<tr>
<td>Staying visitors: travel to/from New Forest</td>
<td>83%</td>
<td>78%</td>
</tr>
<tr>
<td>Day visitors: travel to/from New Forest</td>
<td>78%</td>
<td>73%</td>
</tr>
<tr>
<td>Day visitors: travel to/from South Downs</td>
<td>83%</td>
<td>78%</td>
</tr>
<tr>
<td><strong>Tonnes CO2 saved (net)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Staying visitors: travel around New Forest</td>
<td></td>
<td>244</td>
</tr>
<tr>
<td>Staying visitors: travel to/from New Forest</td>
<td></td>
<td>221</td>
</tr>
<tr>
<td>Day visitors: travel to/from New Forest</td>
<td></td>
<td>705</td>
</tr>
<tr>
<td>Day visitors: travel to/from South Downs</td>
<td></td>
<td>994</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>2,164</td>
</tr>
</tbody>
</table>

A description of the key risks and uncertainties are included in Appendix D – Risk Register. A completed Scheme Impacts Pro Forma for the aggregated programme is included in Appendix E - Scheme Impacts Pro Forma. We have chosen to aggregate the scheme impacts for the whole project so that the impacts are proportionate to the overall project size as no individual scheme is greater than £71,000.
B3. The Financial Case – Project Costs

Table 11 - Funding Profile (nominal terms)

<table>
<thead>
<tr>
<th></th>
<th>£000s</th>
<th>2016-17</th>
</tr>
</thead>
<tbody>
<tr>
<td>DfT funding sought</td>
<td>570</td>
<td></td>
</tr>
<tr>
<td>Local Authority contribution</td>
<td>153.7</td>
<td></td>
</tr>
<tr>
<td>Third Party contribution including LGF</td>
<td>145.8</td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>869.5</td>
<td></td>
</tr>
</tbody>
</table>

Local Authority funding identified is confirmed for 2016/17. Third party contributions do not, at this stage, include Local Growth Fund contributions although the bid partners have previously been successful in securing LEP contributions to deliver capital schemes for sustainable transport interventions, including key cycling infrastructure in the South Downs National Park area. Additionally, we are working closely with local LEPs regarding future capital funding for sustainable transport measures.

Other sources of funding for complementary activities include the authorities’ Community Infrastructure Levy (CIL), and a number of interventions have been identified for future delivery in the Infrastructure Development Plans (IDPs).

B4. Management Case – Delivery

Scheme delivery will be overseen by named Project Managers and lead staff in each National Park Authority. A detailed Gantt chart setting out the programme timetable is included in Appendix B.

B5. Management Case – Statutory Powers and Consents

N/A

B6. Management Case – Governance

The proposed Governance structure for our Transition Year bid is set out in an organogram in Appendix C – Programme Structure. This structure is based on the one which proved effective for the delivery of the current LSTF programme and it is proposed to maintain this arrangement, (although with some revisions to reflect changes in the partnership make-up) in 2016/17.

Both National Park Authority partners are represented on a Programme Board, chaired by Hampshire County Council (HCC), as lead authority and accountable body. Overall programme management will be co-ordinated by a named Programme Manager employed by HCC. Decision-making will be at Programme Board or Project Board level as per the current arrangements. The Senior Responsible Owner is Dominic McGrath, Strategic Transport Manager (Policy, Planning and Development), Hampshire County Council.
The bid partners have previously adopted a Memorandum of Understanding (MoU) which sets out the governance arrangements, resource commitments, and the roles and responsibilities of each of the partner authorities. It is proposed that the MoU be extended to cover the 2016/17 programme; all partners are supportive of this proposal.

B7. Management Case - Risk Management

The risk register in Appendix D summarises the key risks to programme delivery and indicates planned measures for managing these risks. As the majority of the schemes in this bid build on the success of proven interventions in the current programme, no major risks have been identified. However, specific and proportionate risk assessments for individual scheme components will be developed once funding is confirmed.

B8. Management Case - Stakeholder Management

a) Can the scheme be considered as controversial in any way?

☐ Yes ☒ No

b) Have there been any external campaigns either supporting or opposing the scheme?

☐ Yes ☒ No
B9. The Commercial Case

Staff resources
Our bid has been designed to be delivered within existing staff resources present in the partner authorities or with consultancy support where required. Some existing LSTF funded roles have also been extended to ensure continuity in 2016/17.

Procurement Strategy
Each scheme within our programme will be led by one of the National Park Authority partners (NPA). Each partner authority will follow its adopted Standing Orders and procurement regulations to procure goods and services. Details of these and other financial arrangements are set out in the joint MoU referred to in B6 above.

The highly seasonal nature of our programme requires many arrangements to be in place by June 2016. To achieve this, we will procure some services ‘at risk’ while the bid is being considered by the Department for Transport. If successful, the contracts will be confirmed with suppliers so that they can be delivered as planned. As many of the schemes are either extensions of successful measures undertaken in 2015/16 or based on continued collaboration with stakeholder partners, we do not foresee any procurement or deliverability issues. Procurement also features in our risk management strategy and where issues are identified, mitigating measures will be introduced to ensure that delivery is unaffected.

Commercial Viability
Through our current LSTF programme, we have demonstrated how DfT investment can be used to develop commercially viable transport solutions. The New Forest Tour is an excellent example of this, with the new Blue Route adopting a ‘phased withdrawal’ approach to subsidy, i.e. initial LSTF support in 2013 was reduced in 2014 with the product operating commercially in 2015. This approach was rolled out to other bus services across both National Parks such as the Metrobus 271 and the Beach Bus, which is substantially more commercially viable than prior to LSTF.
SECTION C – Monitoring, Evaluation and Benefits Realisation

C1. Monitoring and Evaluation

Throughout our LSTF programme, we have been committed to monitoring and evaluating the impact our sustainable travel interventions. For 2016/17, we are planning to continue to collect the core data which formed the basis of the Visitor Travel case study. The data we will collect includes cycle counts on key routes, passenger journeys on supported services, rail passenger data at gateway stations and traffic counts at target locations.

By submitting this bid, we agree to work with the Department to provide a reasonable level of monitoring to enable the measurement of outputs and evaluation of impacts.

☒ Yes  ☐ No

List of Appendices

- Appendix A – Letters of Support
- Appendix B – Project Plan
- Appendix C – Project Structure
- Appendix D – Risk Register
- Appendix E - Scheme Impacts Pro Forma
SECTION D - Declarations

D1. Senior Responsible Owner Declaration

As Senior Responsible Owner for the Two National Parks Sustainable Travel Transition Year Programme, I hereby submit this request for approval to DfT on behalf of Hampshire County Council and confirm that I have the necessary authority to do so.

I confirm that Hampshire County Council will have all the necessary statutory powers in place to ensure the planned timescales in the application can be realised.

Name: Dominic McGrath
Position: Strategic Transport Manager (Policy, Planning and Development)

D2. Section 151 Officer Declaration

As Section 151 Officer for Hampshire County Council, I declare that the scheme cost estimates quoted in this bid are accurate to the best of my knowledge and that Hampshire County Council:

- has allocated sufficient budget to deliver this scheme on the basis of its proposed funding contribution;
- accepts responsibility for meeting any costs over and above the DfT contribution requested, including potential cost overruns and the underwriting of any funding contributions expected from third parties;
- accepts responsibility for meeting any ongoing revenue and capital requirements in relation to the scheme;
- accepts that no further increase in DfT funding will be considered beyond the maximum contribution requested and that no DfT funding will be provided after 2016/17;
- Confirms that the authority has the necessary governance / assurance arrangements in place and the authority can provide, if required, evidence of a stakeholder analysis and communications plan in place.

Name: Signed:

*This is only required from the lead authority in joint bids*
Letters of Support

1. New Forest National Park Authority
2. South Downs National Park Authority
3. Brighton & Hove City Council
4. East Sussex County Council
5. Sustrans
6. Enterprise M3 LEP
7. Sussex Community Rail Partnership
8. East Hampshire Community Rail Partnership
9. Haslemere Community Rail Partnership
10. Govia Themelink Railways
11. Go South Coast
12. Community First New Forest
Appendix A - Letter of Support
Two National Parks
Sustainable Travel Transition Year Bid

Tobias Bauer
Two National Parks LSTF Programme Manager
Hampshire County Council
The Castle
Winchester
Hampshire

23rd March 2016

Dear Tobias,

I am pleased to be able to confirm the New Forest National Park Authority’s full support for the Two National Parks Sustainable Travel Transition Fund bid 2016/17.

The previous two Local Sustainable Transport Fund projects have significantly grown the sustainable travel offer for visitors and local residents travelling within the New Forest National Park. The programmes are delivering positive benefits for the special qualities of the area, growing the local economy and reducing carbon emissions. The proposed bid will continue to build upon this good work and allow further benefits to be realised over the coming year and beyond. Should the bid be successful, the schemes we will implement are both deliverable and ambitious, utilising existing staff resources available within the National Park.

The Authority is committing £88,700 in match funding for the bid, plus £13,000 from sponsorship; the Authority has received to develop our Beach Bus service further from ExxonMobil and New Forest Ice Cream.

The National Park Authority members have been consulted on the draft bid and fully support its submission.

If you have any further questions, please let me know.

Yours sincerely,

Nigel Matthews
Head of Recreation Management and Learning

New Forest National Park Authority
Lymington Town Hall, Avon Road, Lymington, Hampshire SO41 9ZG
Telephones 01590 648844 Fax 01590 648801 Email admin@newforestnpa.gov.uk www.newforestnpa.gov.uk

CHAIRMAN OLIVER CROST/PAYNE-ETC CHIEF EXECUTIVE AUDION BAYNES

A-2
24 March 2016

Tobias Bauer
LSTF Programme Manager
Economy, Transport and Environment Dept.
Hampshire County Council,
The Castle
Winchester
SO23 8RY

Dear Tobias,

Two National Parks Sustainable Travel Transition Year Bid

I am pleased to confirm the South Downs National Park Authority’s full commitment to the Two National Parks Sustainable Travel Transition Year Bid.

Our package of schemes is targeted at visitors, a key sector for economic growth in the National Park and will build on the success of work delivered through our previous Two National Parks LSTF Partnership.

We have committed £54,000 in match funding towards the programme which will deliver a wide range of benefits including local economic growth, reduced carbon emissions and increased physical activity levels.

We look forward to continuing our successful working partnership.

Yours sincerely,

Andrew Lee
Director Strategy and Partnerships
Andrew.lee@southdowns.gov.uk
Appendix A - Letter of Support
Two National Parks
Sustainable Travel Transition Year Bid

Brighton & Hove City Council

Tobias Bauer
Two National Parks LSTF Programme Manager
Hampshire County Council
The Castle
Winchester
SO23 9RY

Dear Tobias

South Downs and New Forest National Parks Sustainable Travel Transition Year 2016/17 Bid – Letter of Support

I am writing to confirm Brighton & Hove City Council’s strong support for the South Downs and New Forest National Parks Transition year bid.

We have worked closely with the bid partners in both of the previous Two Parks LSTF projects, and residents and visitors to Brighton & Hove have benefitted from the sustained investment to encourage sustainable travel to and around the national park.

Over the last five years, Brighton & Hove City Council has implemented improvements to the Woodingdean to Falmer shared path, as well as the Ditchling Road shared path, which has made travelling from Brighton & Hove into the national park easier, safer and more sustainable. All of which have been funded from the 2Parks LSTF project. In addition, we have promoted and introduced new services on the highly successful ‘Breeze up to the Downs’ bus services, all aimed at encouraging residents and visitors to enjoy the South Downs National Park, all on the city’s doorstep.

In order to continue the positive work undertaken so far, it is crucial that sustained funding is continued so that the positive impacts achieved so far, become embedded within all partners sustainable transport offer, so that benefits are long-lasting. In addition, it is crucial that the Two Parks Transition funding is aligned with our own Transition funding bid, to achieve maximum value for money, which will result in real travel behaviour change.

With the proposals contained in the new bid for funding, we look forward to further significant results being achieved through the development of new innovative initiatives which will assist in providing sustainable travel options for those travelling into and enjoying the South Downs.

May I wish you the very best of luck with the bid, and we look forward to working with the Two Parks LSTF partners for an additional year from 2016.

Yours Sincerely

Councillor Gill Mitchell

Councillor Gill Mitchell

Telephone: 01273 291177
Email: gill.mitchell@brighton-hove.gov.uk
Labour and Co-operative Member for East Brighton Ward

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www.brighton-hove.gov.uk
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Appendix A - Letter of Support
Two National Parks
Sustainable Travel Transition Year Bid

Communities, Economy & Transport
Rupert Clubb
BEng(Hons) CEng MICE
Director

County Hall
St Anne’s Crescent
Lewes
East Sussex
BN7 1UE
Tel: 0345 60 60 190
Fax: 01273 479636
www.eastsussex.gov.uk

Allison Thorpe
Strategy Lead Access and Recreation
South Downs National Park Authority
South Downs Centre,
North Street, Midhurst,
GU29 9DH

22 March 2016
Dear Allison

Re – Two National Parks Transition Programme

East Sussex County Council is delighted to support the ‘Two Parks Transition Programme’. We have been a key delivery partner since 2012 as part of the LSTF Two Parks Programme, providing the opportunity to work in partnership to deliver a number of transport infrastructure projects and initiatives in the SDNP area of the county which support the visitor economy.

The projects in the Two Parks Transition Programme will help support a key priority in East Sussex’s Council Plan, around promoting cultural destinations as part of the wider work in driving economic growth in targeted sectors.

As part of this programme ESCC are keen to explore the opportunities to integrate the Smarter School and Business Travel – Bike It element of our Transition Fund bid with projects that support leisure cycling in the SDNP, with the promise of enabling people that are new to cycling or returning to cycling, to give cycling a try in a leisure context, before supporting them to try this for utility journeys.

The economic outputs and forecasted growth in physical activity levels in the bid, are particularly relevant to parts of East Sussex in the National Park, where target populations will benefit from the schemes proposed for delivery.

ESCC are also committed to continuing the work through their Cycle Hubs in Eastbourne and Peacehaven to support projects that deliver inclusive cycling.

We look forward to continuing to work with you.

Yours sincerely,

Jon Wheeler
Team Manager, Strategic Economic Infrastructure
T: 01273 482212
E: jonathan.wheeler@eastsussex.gov.uk

[Logos indicating sustainability and recycled paper]
BY EMAIL

Tobias Bauer
Two National Parks LCIF Programme Manager
Hampshire County Council
The Castle
Winchester
Hampshire
SO23 8NY

Dear Tobias

Sustainable Travel Transition Year Revenue Competition, 2016 to 2017

Sustrans is pleased to support Hampshire County Council’s joint bid to the Sustainable Travel Transition Year Revenue Competition, which we feel meets the key criteria for the fund and complements the Strategic Economic Plan. We have a long history of successful partnership working with the local authorities across the two National Parks, developing the National Cycle Network, Links to Communities and a wide range of behaviour change projects.

Sustrans is a leading UK charity enabling people to travel by foot, bike or public transport for more of the journeys we make every day. We work with families, communities, policy-makers and partner organisations so that people are able to choose healthier, cleaner and cheaper journeys, with better places and spaces to move through and live in.

We are particularly interested in assisting with the delivery of active travel projects in the two National Parks, which will encourage more people to travel sustainably.

Yours sincerely,

Simon Pratt
Transition Director, England South
Dear Tobias,

Department for Transport’s Sustainable Travel Transition Fund 2016/17
National Parks Bid

The Enterprise M3 LEP fully endorses and supports the joint bid led by Hampshire County Council and the New Forest and South Downs National Park Authorities to the Department for Transport’s Sustainable Travel Transition Fund; I can confirm that we are very happy to work with the relevant authorities in the two National Parks to deliver the full benefits of these schemes across the LEP area.

The economic growth aspirations and improving access to employment, contained in the bid links well with those contained in our Strategic Economic Plan. Our Plan also acknowledges the importance of investment in sustainable travel options because it is recognised that it can help support economic growth through reducing congestion and helping those without access to a car to access employment opportunities.

Enterprise M3 LEP is fully committed to working with the project team to ensure that better quality sustainable transport solutions are delivered, that can reduce congestion and contribute to economic growth, support a low-carbon economy and encourage more active travel within the bid area.

Having considered your draft bid, I believe that the proposal you have put together is fully consistent with the objectives of the Transition Fund and, in particular, that the programme of measures identified will support the local economy and facilitate economic development, as well as delivering wider social and economic benefits including the Government’s active travel and public health agendas. These revenue measures are critical to unlocking the full benefit of LEP capital investment in walking, cycling and bus infrastructure improvements.

Enterprise M3 LEP is fully committed to working with the project team to ensure that better quality sustainable transport solutions are delivered, that can reduce
Appendix A - Letter of Support
Two National Parks
Sustainable Travel Transition Year Bid

congestion and contribute to economic growth, support a low-carbon economy and encourage more active travel within the bid area.

We look forward to working with you to support the delivery of this important sustainable transport project, which will help complement and underpin sustainable transport capital initiatives funded via the LEPs Local Growth Fund.

Yours sincerely

Kevin Travers
Project Manager Transport Enterprise M3 LEP
Sussex Community Rail Partnership Ltd
The Old Rectory, Litlington, POLEGATE, East Sussex, BN26 5RB

Allison Thorpe,
Strategy Lead, Access and Recreation,
South Downs National Park Authority,
South Downs Centre,
North Street,
MIDHURST
GU29 9DH. 21 March 2016.

Dear Allison

Sustainable Travel Transition Year Funding

Sussex Community Rail Partnership Ltd. (SCRP) will be pleased to support the South Downs National Park (SDNPA) in its joint bid for funding. We now have a very successful LSTF working partnership with SNDPA and would welcome the opportunity of continuing it through this transition year.

The objectives of SCRP closely match those of the SDNPA including:

1) Improving key public transport gateways into the National Parks, increasing usage and boosting the economy;
2) Mainstreaming sustainable transport access to attractions and workplaces, reducing car traffic, increasing spend and creating jobs; and
3) Increasing the number of walking and cycling trips in the National Parks, fostering understanding for their special landscapes and improving public health.

Our own line action plans for the coming year include many of the areas that SDNPA is including in the current bid:

- inclusive cycling initiatives;
- Walking Festivals and health walks prescription programmes;
- a programme of guided cycle rides and activities;
- to make rail travel more attractive;
- the production and dissemination of sustainable transport information;

We see our role as a continuation and extension of the current work through the Partnership which brings into play the train operating companies, local authorities, Gatwick Airport, Local bus companies and local communities. We would continue to work with you creating and marketing general and specific rail and bus accessed walking and cycling events and opportunities across both Parks, in Sussex Community Rail Partnership Ltd. A not for profit company.

Registered in England No. 6731176
Registered Office: The Old Rectory, Litlington, POLEGATE, East Sussex, BN26 5RB.

VAT 971 7213 15
Appendix A - Letter of Support
Two National Parks
Sustainable Travel Transition Year Bid

Sussex Community Rail Partnership Ltd
The Old Rectory, Littington, POLEGATE, East Sussex, BN26 3RB

association with our sister partnerships in Hampshire. We will also develop the current and potentially extended the LSTF work with East Sussex County Council and the very successful Go learn Project with Govia Thameslink Railway which introduces rail travel to youngsters including across the SDNPA area.

We can provide matched funding from the SCRP along the lines included in the attached note.

We are therefore very pleased to offer our support to SDNPA in your bid submission.

With kind regards,

Tim Barkley
Chairman
SCRP Ltd.

<table>
<thead>
<tr>
<th>CRP Partnerships Project</th>
<th>£</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arun Valley line</td>
<td></td>
</tr>
<tr>
<td>Project management</td>
<td>2,600</td>
</tr>
<tr>
<td>Project accounting</td>
<td>1,200</td>
</tr>
<tr>
<td>Project oversight by Directors</td>
<td>600</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>4,400</strong></td>
</tr>
<tr>
<td>Seafor line</td>
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<tr>
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<td>Project accounting</td>
<td>1,200</td>
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<tr>
<td>Project oversight by Directors</td>
<td>600</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>4,400</strong></td>
</tr>
<tr>
<td><strong>Total of volunteer and contributed time for project</strong></td>
<td><strong>£ 8,800</strong></td>
</tr>
</tbody>
</table>

Sussex Community Rail Partnership Ltd. A not for profit company.
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Appendix A - Letter of Support
Two National Parks
Sustainable Travel Transition Year Bid

Mark Miller
East Hampshire Community Rail Partnership
19 Rowlands Close
Chandler’s Ford
Eastleigh
Hampshire
SO53 3PF

Home 02380 270818
Mobile 07900 103296
info@easthampshirerail.co.uk

Allison Thorpe
Strategy Lead Access and Recreation
South Downs National Park Authority
South Downs Centre
North Street
Midhurst
GU29 9DH

23 March 2015

Dear Allison

Two National Parks Sustainable Travel Transition Bid 2016/17

This letter is to support your application to the above funding stream.

Over the past three years the South Downs National Park has been a strategic partner in the establishment and development of the East Hampshire Community Rail Partnership. During this time much has been achieved in the promotion of the rail service in the eastern part of Hampshire, the provision of more integrated transport in the area and the development of community projects in and around the stations.

Through these efforts we have quickly established an active and effective organisation which has greatly improved access to the South Downs National Park by rail. Annually, train travel in this area has increased by between 1.5% and 2.6% according to the Office of Rail and Roads, but we would like to see this growth rate increased significantly in future years.

In addition, the Partnership has become a key consultee for regional franchise and infrastructure investment and is considered a professional and influential stakeholder in local and regional transport planning and implementation. In no small means this has been brought about by the input and support of the South Downs National Park.

I would like to support continued funding for Sustainable Travel projects through the South Downs National Park Authority over the coming financial year and thereafter in order to build on the foundations already laid.
To this end I will continue to administer and develop the East Hampshire Community Rail Partnership as Rail Officer, working closely with officers from the South Downs National Park, South West Trains, Network Rail, local tourist attractions, local authorities and various other stakeholders, businesses and volunteers.

As part of this I detail match funding in 2018/7 from the Steering Group members of the Partnership in the region of:

 East Hampshire District Council £4,000 capital
 Hampshire County Council £3,000 revenue
 South West Trains £15,000 revenue
 Association of Community Rail Partnerships £1,000 revenue

I anticipate my Partnership’s projects in the forthcoming year, should suitable funding be available, will include:

- the provision of onward travel visitor bus services to tourist attractions and workplaces;
- the provision of more attractive infrastructure, landscaping and planting at stations to make them public transport gateways to the South Downs National Park;
- cycling initiatives including some cycle hire facilities to help explore the unique countryside of the South Downs National Park;
- walking festivals and health walks prescription programmes;
- the renovation of spare station buildings for passenger and visitor usage including mini visitor centres and local museums;
- support for and cooperation to make rail travel more attractive;
- the production and dissemination of sustainable transport information; and
- car-free holiday initiatives in cooperation with tourist attractions and accommodation providers.

I fully support your bid for sustainable travel transition funds. In the meantime should you require any additional information please contact me as necessary.

Yours sincerely

Mark Miller
East Hampshire Community Rail Partnership Officer

www.easthampshirerail.co.uk
Appendix A - Letter of Support
Two National Parks
Sustainable Travel Transition Year Bid

Allison Thorpe

Cc: Colin Carre
Subject: FW: Bid letter of support

-----Original Message-----
From: Nikki Barton [mailto:nikki.barton@surreycc.gov.uk]
Sent: 21 March 2016 16:41
To: Allison Thorpe <Allison.Thorpe@southdowns.gov.uk>; Colin Carre <Colin.Carre@southdowns.gov.uk>
Subject: Bid letter of support

Colin Carre
LSTF Project Manager
South Downs National Park Authority
South Downs Centre
North Street
Midhurst
GU29 5DH

Dear Colin

On behalf of Haslemere Community Rail Partnership, Haslemere Vision (Haslemere neighbourhood plan) and as the Surrey County Councillor for Haslemere, I am pleased to confirm our support for the Two National Parks Sustainable Travel Transition bid. With the support of South West Trains and the South Downs National Park Authority, we have very recently established the Haslemere Community Rail Partnership a collaboration between Surrey County Council, South West Trains, South Downs National Park, Haslemere Town Council, Haslemere Vision, Haslemere Visitor Information Centre, National Trust, Haslemere Society and the Haslemere Fringe. We are strongly committed to Active Travel and plan to implement a wider range of active travel interventions in 2015/17 and beyond.

We will work closely with the Two National Parks bid team to deliver the objectives of the bid with a particular focus on increasing visitors arriving by bus and rail and promoting increased levels of walking and cycling in the town and beyond. The Haslemere Community Rail Partnership has recently renovated a shop premises at Haslemere train station, creating the Haslemere Community Information Point where visitors arriving by bus and train can find information about accessing the South Downs National Park by bus, bicycle and walking. We plan to develop this to encourage more visitors to spend a day out in the South Downs using sustainable transport. We have committed a level of match funding of £32,000 from the partners in the Haslemere CRP and in addition, the Haslemere Vision Sustainable Travel planning work amounts to a commitment of £13,000 from Surrey CC.

I look forward to growing a successful partnership.

Please do not hesitate to contact me if you need any further information.

Best regards

Cllr Nikki Barton
Chair, Haslemere Community Rail Partnership Haslemere Vision (Neighbourhood Plan)
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Thursday 17 March

To whom it may concern,

Govia Thameslink Railway (GTR), which is responsible for running the Gatwick Express, Great Northern, Southern and Thameslink services is happy to support the Two National Parks in their bid for support from Sustainable Travel Transition Year funding.

GTR is a very big supporter of the work of Sussex Community Rail Partnership (SCRP) and know that any project delivered between themselves and the Two National Parks will be beneficial to communities and our own business objectives. We have committed to supporting SCRP financially each year with a contribution of £75,000 towards their operating costs. In addition they have been extremely helpful in helping us achieve our commitments regarding our Go-Learn material. We have contributed £22,000 per annum, pro-rata, for SCRP to help us to deliver this material to schools across Sussex and together we have plans to widen this in the future.

Due to our franchise conditions, it is unlikely that we can support initiatives as part of this proposal with finances, however are happy to consider any alternative ways we can assist. This must, however, be achieved within the commitments and constraints of our current franchise agreement.

Yours faithfully

Andy Harrowell
Community Investment and Corporate Social Responsibility Manager, GTR

Govia Thameslink Railway Limited
Registered in England and Wales No. 07943206. Registered office: 3rd Floor, 41-51 Grey Street, Newcastle upon Tyne, NE1 6EE
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Mark Holroyd
Transport & Tourism Manager
New Forest National Park Authority
Lymington Town Hall
Avenue Road
Lymington SO41 9ZG

22 March 2016

Dear Mark,

TWO NATIONAL PARKS SUSTAINABLE TRAVEL TRANSITION FUND PROGRAMME 2016-17

Go South Coast Ltd fully supports the National Park Authority’s 2016-17 bid for LSTF funding for sustainable travel.

The proposals would allow the NPA to build upon the excellent work that it has already done in encouraging and promoting sustainable travel in the New Forest.

Our partnership with the NPA has led to the successful development of bus services throughout the Forest, including the three very popular New Forest Tour services that Go South Coast now provides on a wholly commercial basis. The development of this and other bus routes would not have been possible without either a) the NPA’s ability to successfully implement and promote large-scale sustainable transport solutions, or b) the assistance of LSTF funding in previous years.

Further funding would doubtless lead to further significant improvements to the accessibility and enjoyment of the park by sustainable modes and to the long-term commercial viability of local bus services.

Go South Coast are delighted to be involved in helping the NPA to improve sustainable travel within the National Park and to this end we continue to heavily invest in our fleet. In 2016-17 we intend to commit more than £1.5m towards a wholly new fleet of double-deck vehicles for route X3 and will also purchase new buses that will allow us to refresh the fleet used for the New Forest Tour.

In addition to this investment, we intend to commit £50,000 of match funding to this bid to support the introduction of new services and the development of existing ones.

We wish you every success with the bid.

Yours sincerely

Julian Barnes
Commercial Development Manager
Community First New Forest

Jim Mitchell
Interpretation Officer
New Forest National Park Authority
Lymington Town Hall
Avenue Road
Lymington
SO41 9ZG

21 March 2016

Dear Jim

RE: Local Sustainable Transport Fund Bid

This is to confirm that Community First New Forest (CFNF) is fully supportive of the bid to the Local Sustainable Transport Fund where a key aim is to significantly grow the availability and participation in guided healthy walks. Match funding of £7,000 has been secured to support this bid for the period 2016/2017. CFNF is committed to the provision and development healthy walk provision and partner based approaches that underpin their development.

Yours sincerely

Michael Clowes
Chief Executive
michael.clowes@cfnf.org.uk
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Beaulieu
National Motor Museum, Palace House & Gardens, Beaulieu Abbey & Exhibition
Buckler's Hard Village & Maritime Museum

Mark Holroyd
Transport & Tourism Manager
New Forest National Park Authority
Lymington Town Hall
Avenue Road
Lymington
SO41 9G

24th March 2016

Dear Mark,

Further to our initial discussions, I am pleased to confirm that Beaulieu Enterprises Ltd, representing the Beaulieu visitor attraction, are delighted to support the New Forest National Park Authority's application to the Sustainable Travel Transition Fund.

We hope that this will enable us to work in partnership with yourselves to introduce a new shuttle bus service between Brockenhurst Station and the Beaulieu village and visitor attraction during the core Summer period.

Whilst Beaulieu attracts around 350,000 visitors per year, the majority of these arrive by car. The current public transport infrastructure serving us and the village does not facilitate an easy visit for anyone without a car.

Beaulieu aims to be accessible to all, and as such already supports the New Forest Tour Bus and Beach Bus. However, due to the nature of these services as a wider tour, they do not provide a direct route to Beaulieu from Brockenhurst, and are priced as a tour. This new shuttle service will provide a more regular, direct and lower cost option.

It is anticipated that this service will also be of benefit to our seasonal staff, some of whom rely on bicycles and parents to transport them to work, as well as residents of the village.

We will actively promote the introduction of this new service, alongside the New Forest National Park Authority and hopefully South West Trains, to ensure our potential visitors are fully aware of this new travel option. We will also continue to offer our 'Green' 20% discount on our 'on the day' prices to anyone arriving via the service, hopefully encouraging more visitors to leave their cars at home thus minimising the environmental impact on our beautiful New Forest.

Beaulieu Enterprises Ltd will support this trial financially through the cost of promoting the service (staff and advertising spend) and through the 20% discount applied to admission tickets.

As discussed, we will review with you the success of the trial at the end of the first year and decide if and how we can sustain the service commercially going forwards.

We look forward to working with you further on this project.

Yours sincerely,

Rachael Goldstraw
Senior Marketing Manager

Beaulieu Enterprises Limited, Beaulieu, Hampshire SO42 7ZJ
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