

Sustainable Transport Solutions for England's two newest National Parks



Wiltshire Council
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Hampshire
County Council



Local Sustainable Transport Fund - Application Form

Applicant Information

Local transport authority name(s)*:

Joint Proposal – with Hampshire County Council working as the co-ordinating authority together with the Local Transport Authorities (LTAs) of Brighton & Hove City Council, East Sussex County Council, Surrey County Council, West Sussex County Council and Wiltshire Council and in partnership with both the New Forest National Park Authority and South Downs National Park Authority.

Senior Responsible Owner name and position:

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SECTION A - Project description and funding profile

A1. Project name: Sustainable Transport Solutions for England's two newest National Parks

A2. Headline description:

The proposals outlined in this Bid will contribute to the two key policy objectives of supporting the local economy and reducing carbon emissions in the New Forest and South Downs National Parks. It will achieve this by significantly improving access to and within both national parks, through targeting visitors and encouraging them to travel by sustainable modes. Through cross border working and collective action between parks and across authority boundaries we will enable sustainable access and movement around the Parks, helping to support more tourism-related employment and reducing carbon emissions.

Supporting Economic Growth

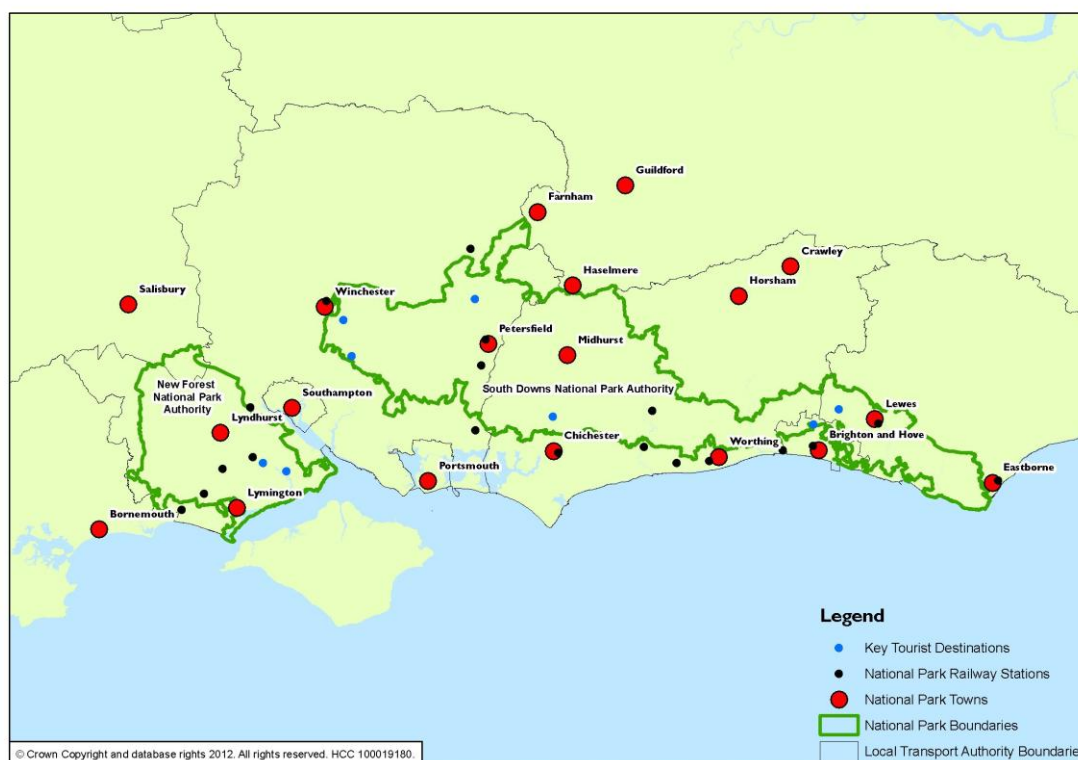
- Reduce the proportion of visitors arriving by car between 2%-9% by increasing the proportion of visitors arriving by sustainable modes
- Protect tourism related jobs (which represent 29% of employment in the New Forest and 25% in the South Downs) together with visitor spend of £440m p.a.

Reducing Carbon Emissions

- Save nearly 11,000 tonnes of CO₂ over three years from 2012/13 to 2014/15

A3. Geographical area:

The New Forest and the South Downs are England's two newest National Parks. They provide energising green spaces for leisure and recreation within the densely populated South East of England, generating 53 million visitor days a year.



A4. Type of bid: Small project bid Tranche 2 bid ✓

A5. Total package cost (£m): £18,283m

A6. Total DfT funding contribution sought (£m): £3.9m

A7. Spend profile:

£K	2012-13	2013-14	2014-15	Total
Revenue funding	450	805	836	2,091
Capital funding	214	689	905	1,808
Local contribution	3,626	6,966	3,792	14,384
Total	4,290	8,460	5,533	18,283

A8. Local contribution

The Expression of Interest for this Bid identified £1.8m in terms of local contribution. However, as the bid has developed it has become clear that if the bid is successful then we will be able to realise significantly greater sums than this, working with a wide range of different partners. The potential level of local contribution is therefore estimated to be in the order of £14.3 million of which 75% is from the private sector. This is made up of:

- The six Local Transport Authorities (LTAs) and two National Park authorities (NPAs) involved in this bid will be able to contribute direct staff resources to deliver the bid of 2 FTE, which is equivalent to £250,000. These resources will be used to complement the project delivery resources identified in the bid, providing a robust delivery mechanism for the project.
- Direct contributions from the NPAs and LTAs will be in excess of £1,000,000 from both existing funding and new commitments. In addition we will make contributions drawing upon developer contributions (S106), of the order of £2.3m, to be spent in locations within or immediately adjacent to the New Forest and South Downs National Parks.
- Bus operators have committed nearly £4 million through investment in new vehicles, refurbishment of existing vehicles, smart ticketing, customer service training and marketing
- Rail operators have committed in excess of £1.5 million to deliver complementary improvements at stations, including walking and public transport infrastructure
- Network Rail are planning to spend in excess of £5m on passenger access improvements at the key gateway stations to the National Parks of Brockenhurst and Winchester
- Further contributions of over £200,000 from the private sector including tourism attractions and business in support of the bid. These include funding from Enterprise M3 LEP to support rural broadband as well as support for bus services to local tourist attractions from the National Trust and Marwell Zoo. The Electric Bike Network, has committed match funding to develop an electric bike network in the South Downs
- Subject to a successful Heritage Lottery Fund Bid, the Weald and Downland Museum proposes visitor infrastructure improvements, including travel & transport related measures

A9. Partnership bodies

The six LTAs and two NPAs have undertaken a comprehensive engagement process with a wide range of partners through a Workshop, sharing drafts of the Bid and a series of 1 to 1 meetings. In addition an online survey was carried out by the South Downs NPA which received over 200 responses. This engagement has helped to secure support for both for the overall objectives and priorities as well as specific measures outlined in this bid. Initial agreements with partners to deliver infrastructure and projects have been agreed and a more formal Memorandum of Understanding is being developed. A number of partners have committed resources, funding and complementary investment to provide a quantifiable local contribution to the Bid as summarised in Section A8 above, together with letters of support from key delivery partners. Two examples, from the Enterprise M3 LEP and Stagecoach South, are included in Appendix D and all others are available on request. The following key partners and stakeholders have signed up to support delivery of the project.

- Forestry Commission
- Network Rail
- Southern Railways
- South West Trains
- Brighton & Hove Buses
- Stagecoach South
- Go South Coast
- Campaign to Protect Rural England
- South East Protected Landscapes
- Sustrans

- Tourism South East
- Visit England
- The National Trust
- Local Enterprise Partnerships
- Local Access Forums

These partners will support the project in a number of ways, examples include:

- Bus and rail operators to actively support and seek to complement projects in the Bid with their own investment and upgrade programmes
- Tourism South East 'Welcome to Excellence' City & Guilds accredited programme specifically for businesses targeting walkers and cyclists.
- CPRE to make funding available directly to parish councils to promote sustainable travel in their own village/community
- Work with Sustrans' extensive network of volunteers, who offer local knowledge and expertise to support the bid, in particular helping to maintain and promote the National Cycle Network and acting as local champions with tourism businesses and attractions.
- Work with Forestry Commission to promote and build upon their successful Cycling for All project, increasing availability to visitors to the National Parks

In developing the bid, a programme of consultation and engagement has been undertaken to agree the specific bid measures. A wide range of local organisations, including community groups, tourism organisations and community transport operators have been involved in this process and many will be integral to delivering aspects of the bid (as shown in the table above). A full list of local stakeholders and partners is contained in Appendix C.

This bid will also complement a joint bid between East Sussex County Council and the South Downs NPA. Their bid is focused on delivering sustainable transport for Lewes as one of the key towns in the protected environment of the South Downs National Park. It aims to improve sustainable transport options for people in Lewes and add value to this bid by providing a focus on key corridors of movement in and out of Lewes and for moving around the town.

SECTION B – The local challenge

B1. The local context

The New Forest was designated as a National Park in 2005 and has produced a National Park Management Plan¹ (covering 2010 to 2015) whilst the South Downs was designated a National Park in 2009. It became operational in April 2011, and is currently developing its Management Plan.

Economy

(i) Overview

- ***The challenge is to strengthen the value of tourism to the local economy to create higher paid jobs in the locality.***
- Around 65,500 people are employed in locations within the National Parks, approximately 12% in the tourism sector, as opposed to just under 5% in agriculture.
- Defra classify the New Forest as being one of five districts in the South East with significant poor rural economic performance².
- In both Parks people who are resident within them earn more than those who work within the Parks. In 2010, for example, average gross weekly workplace earnings were £466 and £461 in New Forest and East Hampshire Districts as opposed to resident earnings of £514 and £565 respectively³. This highlights likely levels of out commuting for higher paid employment.

(ii) Tourism

¹ http://www.newforestnpa.gov.uk/aboutus/our_work/publications/managementplan.htm

² Local Futures Group: The Knowledge Economy in Rural England, 2004

³ Office for National Statistics, Annual Survey of Hours and Earnings, 2010

- ***The challenge is to encourage smarter sustainable access to the National Parks and encourage existing visitors to stay longer and spend more to grow the value of the tourism sector to benefit local businesses and communities.***
- Of the 13.5 million visitor days⁴ spent in the New Forest National Park, 60% relate to day visitors and 40% to staying visitors.
- Spending associated with leisure trips within the New Forest is estimated at over £123 million each year, supporting the accommodation, retail and other business sectors, and providing employment.
- Of the estimated 39 million visitor days⁵ spent in the South Downs National Park, only 4% of visitors currently stay in the South Downs, but they spend seven times as much as day visitors.
- Tourism within the South Downs generates an estimated £333 million each year, supporting over 5000 jobs in the park and more than 2000 jobs just outside⁶.

Environmental Issues and Cultural Heritage

- ***The challenge is to reduce carbon emissions while also reducing the negative congestion, emission and run off impacts of visitor traffic on important habitats, ecosystems and cultural heritage.***
- High levels of car use by visitors results in high carbon emissions. Within the National Parks, Chichester and East Hampshire Districts recorded tonnes per capita carbon emissions of 2.8 and 3.0 respectively compared to 2.3 for the South East as a whole in 2009⁷.
- The two Parks contain landscapes of exceptional natural beauty, comprising a variety of habitats that are rich in biodiversity, whilst both parks contain stretches of coastline with important habitats. Both parks also contain a large number of important historic buildings and ancient monuments.
- Increases in traffic and HGV routings have a detrimental effect on these precious environments and this has been highlighted in the New Forest and previous South Downs AONB Management Plans.

Social Issues

- ***The challenge is to improve access to the recreational opportunities offered by the National Parks to assist in reducing health, employment and well being inequalities.***
- The National Parks contain a resident population of 142,429 people (of which 107,929 live in the South Downs area⁸ and 34,500 in the New Forest area⁹).
- A number of towns and villages act as important service centres serving largely rural hinterlands and access to employment, services and recreation is an issue for communities.
- There are very few pockets of social or income deprivation. However, wards close to the New Forest National Park such as Blackfield, parts of Hythe, New Milton, Old Milton and Pennington contain pockets of deprivation¹⁰, as do parts of Millbrook and Redbridge in Southampton and Leigh Park and Weacock in Havant.
- Urban wards close to the South Downs National Park, such as parts of Bognor Regis, Eastbourne, Littlehampton, Newhaven, Shoreham and Worthing also contain pockets of deprivation¹¹.

Planned Development

- ***The challenge is to ensure good sustainable access provision to the Parks is in place to manage the expected growth in recreational travel from new development.***
- There will be limited large scale new development within the two National Parks (e.g. Lewes & Petersfield.) However, there is also set to be significant development in towns close by, with 6000 new homes expected to be built in surrounding urban areas each year between 2011/12 & 2014/15.

⁴ New Forest Visitor Survey, 2005

⁵ Estimate taken from *Economic Impact of Visits on the South Downs*, Tourism South East, 2003

⁶ Tourism SE and Geoff Broom Associates (2004) Visitor Survey of the proposed South Downs National Park, 2003-2004

⁷ Department of Environment and Climate Change data, 2009.

⁸ Office for National Statistics, Mid 2007 estimate

⁹ New Forest National Park Authority Core Strategy and Development Management Policies DPD Transport Topic Paper

¹⁰ Office for National Statistics: Index of Multiple Deprivation, 2007

¹¹ Office for National Statistics: Index of Multiple Deprivation, 2007

- New residents living close to the Parks are likely to make regular use of them for recreational activities. For example, the expansion of housing and economic growth, particularly in South Hampshire, South East Dorset and South Wiltshire is estimated to lead to an 8% increase in people using the New Forest National Park for recreation by 2026.

B2. Evidence

The two National Parks generate around 53 million visitor days every year from a wide geographical area. However, the vast majority of visitors arrive by car (between 71% and 96% depending on whether visitors are staying in the parks or are on day visits). The New Forest is readily accessible for residents of the nearby towns and cities of Salisbury, Poole, Bournemouth and Southampton. The South Downs is a short distance from a number of urban areas, of which the largest are Portsmouth, Winchester, Brighton and Eastbourne. These urban centres also function as important employment, education and retail destinations for the local communities. Overall 10 million people live within 1 hours travel time from the South Downs National Park and 15 million people within 90 minutes of the New Forest National Park.

Visitor numbers are concentrated largely in seasonal influxes such as summer weekends and school holiday periods. This influx of car-borne visitors threatens many of the special qualities that draw both residents and visitors to the two National Parks in the first place. Air and water pollution levels rise; habitats and landscape character are threatened by vehicle encroachment; tranquillity is broken by traffic noise; and the wider impacts of transport emissions and their contribution to climate change are already being seen in changing ecosystems, migration patterns and other critical aspects of species and habitat survival. The numerous roads, railways, and other transport infrastructure within National Parks need to be managed carefully given the sensitive nature of these environments.

How visitors travel

- The New Forest Visitor Survey (2005), indicated that 85% of visitors had travelled by car, 12% had walked or cycled from home or from their accommodation base to the site visited. Use of public transport services (buses, trains etc.) was low (2%)¹².
- 96% of staying visitors, 94% of non local day visitors, and 88% of local visitors arrive at their destination within the New Forest National Park by private car.
- In 2003, 71% of staying visitors and 87% of day visitors travelled to the South Downs National Park by private car¹³. For the South Downs, this generates an additional 33 million two way car trips per year on the local road network¹⁴.
- These trips bring economic benefits but also have adverse effects on the local environment with queuing traffic, reduced tranquillity and severance.

Congestion hotspots

The seasonal nature of many visitor trips means that the summer months and certain school holiday periods see a peak of visitor arrivals in the Parks, whilst there are also peaks at weekends. With the majority of trips being undertaken by car, this creates congestion hotspots in a number of towns and villages:

- Visitor traffic congestion builds up in settlements throughout and near to the South Downs Park (including in Arundel, Ditchling, Midhurst, Storrington, Alfriston and Lewes).
- In the New Forest, congestion hotspots include Lyndhurst and Brockenhurst – queuing at these locations is worst in the summer months.
- In certain locations, including at Lyndhurst, Storrington, Hassocks and Lewes, Air Quality Management Areas (AQMA) have been designated due to high levels of nitrogen oxides caused by high traffic levels, some of which is visitor related.

Existing public transport provision for visitors

- There are certain locations across both National Parks with very good provision for visitor access by public transport. The New Forest Tour provides an excellent link between key rail station/town gateways in the New Forest and visitor attractions, whilst the Breeze Up

¹² New Forest Visitor Survey, 2005

¹³ Tourism SE and Geoff Broom Associates (2004) Visitor Survey of the proposed South Downs National Park, 2003-2004

¹⁴ South Downs AONB Management Plan

To The Downs Networks provide good links to the South Downs from Brighton and Hove at weekends. However there are gaps in public transport provision across both parks.

- In the New Forest the period of operation of existing New Forest Tour services need to be extended, whilst there is currently no provision for the coastal areas of the Park.
- The South Downs is much larger in scale than the New Forest and in general public transport provision is not well orientated towards visitor access. There is limited branding of existing bus services and rail station gateways, limited information targeted at visitors, and limited integration with visitor attractions across the park.

Carbon emissions

- Research carried out in 2006 shows that total carbon emissions within the New Forest National Park were estimated to be 505,000 tonnes, of which 245,000 tonnes was from road transport sources¹⁵.
- No equivalent information is available for the South Downs National Park area as a whole. However, data estimates for CO₂ are available at a district level¹⁶. Within Chichester District, total carbon emissions were 890,000 tonnes in 2009, of which 316,000 tonnes were from road transport. Within East Hampshire District, total carbon emissions were 851,000 tonnes in 2009, of which 330,000 tonnes were from road transport.

B3. Objectives

The headline objective for the bid is to:

Develop and promote sustainable access to and within the two national parks in ways that protect and enhance the Parks' natural beauty, cultural heritage and wildlife, provide opportunities for understanding and enjoyment and, wherever possible, support social and economic well-being for all.

The project is targeted at visitors to the New Forest and South Downs National Parks, encouraging them to travel by sustainable modes. We have adopted a 'whole journey' approach to our target audience, focussing on four key objectives:

- Improve **key public transport gateways** into the two National Parks
- Make it **easy to reach key attractions** within the two National Parks
- Promote **sustainable travel packages** to visitors before they arrive and while they are in the National Parks
- **Manage all traffic effectively** within the Parks, so that it does not detract from visitors' experience

Section C3 provides an explanation of how these objectives link to relevant Local Transport Plans, National Park Management Plans and other strategies.

SECTION C – The Package Bid

C1. Package Description

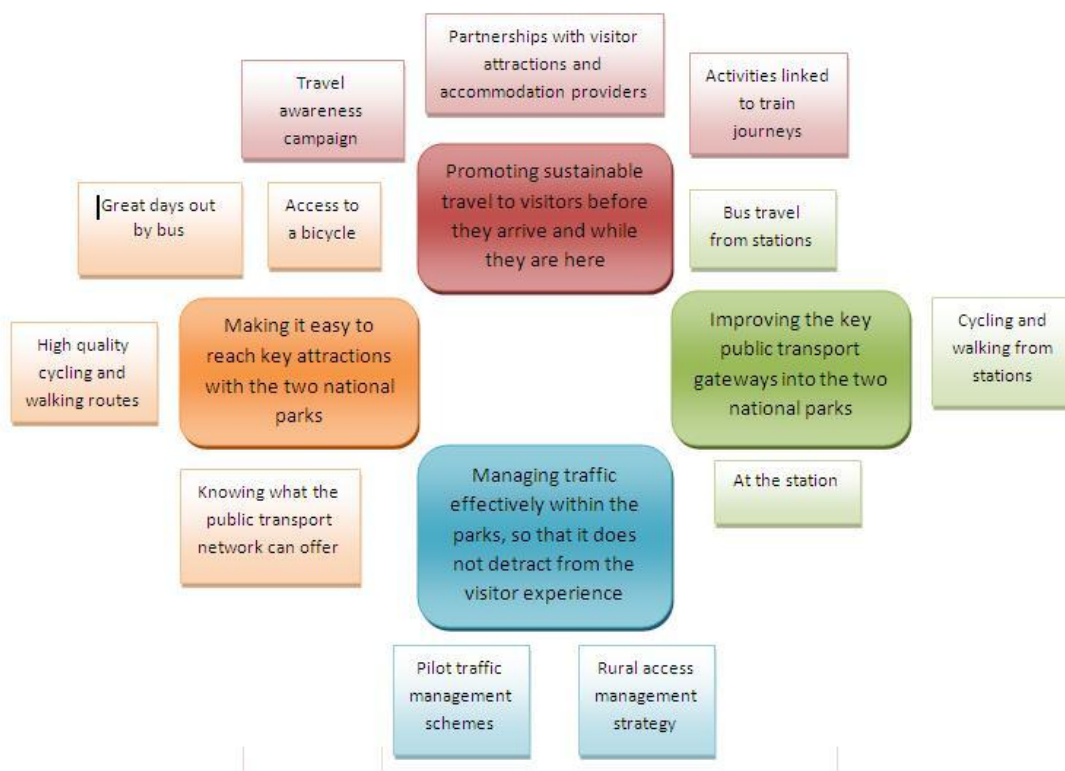
As summarised above the project is targeted at visitors to the New Forest and South Downs National Parks, encouraging them to travel by sustainable modes. It adopts a 'whole journey' approach to our target audience, focussing on the four objectives above.

The outputs of the project will also benefit local residents. Residents are major users of the leisure opportunities offered by both parks, and may benefit from the planned improvements to public transport services and cycle facilities for both their leisure and utility trips. They will also benefit from the reduction in traffic problems that we expect as a result of our improvements in the way visitor traffic is managed.

The diagram below shows how the different themes of the proposal will link together.

¹⁵ Defra: CO₂ Emissions Estimates for 2006 for English National Parks

¹⁶ Department of Environment and Climate Change data, 2009



Below, we describe the main actions that we would deliver as part of the project. We have also given examples of locations where particular improvements will take place, based upon our preliminary analysis of the main opportunities. The codes included after the bullet points, provide a cross reference to the detailed list of costed proposals contained in Appendix B.

Theme 1 - Improving the key public transport gateways into the two National Parks

Existing rail hubs offer an excellent opportunity for visitors to gain access to the New Forest and South Downs, but this opportunity is under-exploited. For example, Brockenhurst station in the New Forest is particularly well-served, with more than 130 trains stopping each day, providing a potentially important entry point to the National Park for the 21% of all visitors who are making day-visits and the 36% who are on holiday and staying within the New Forest¹⁷.

In the South Downs National Park, 51% of visitors are making day-trips from more than 10 miles away (e.g. from Greater London, Kent and Surrey), for whom, access from train station gateways is potentially important¹⁸. There are 15 rail stations within or bordering the South Downs National Park which provide direct access from London and the south-east. These stations also offer direct access to the park from nearby urban areas such as Southampton, Portsmouth, Brighton and Hove, Guildford and Eastbourne. In particular, Haslemere station has potential to be an effective northern hub, with 4 trains per hour from London.

A systematic audit of stations has identified improvements necessary to enable easy access to the National Parks by joining up different modes. The key outputs will be:

Cycling and walking from stations

We will make it easy to **combine travel by train and foot or bike** through:

- Comprehensive signing from eight stations to nearby attractions and walking/cycle routes (e.g. South Downs Way, Downs Link and foot/cycle path network in the New Forest). (1A)
- Minor infrastructure works to create key cycle & walking links from stations to established cycling & walking networks (e.g. Brockenhurst, Haslemere, Petersfield, Arundel). (1A)
- Improve ped links from stations with difficult places to cross roads (e.g. Amberley). (1A)

¹⁷ Tourism SE (2011) New Forest Visitor and Resident Survey 2011, S 3.1

¹⁸ Tourism SE and Geoff Broom Associates (2004) Visitor Survey of the proposed South Downs National Park 2003-2004, S 5.3

- Provision of covered and secure cycle parking at ten stations. (1B)
- Implementation of 'PlusBike' ticketing initiatives through rail and cycle hire operators (e.g. at Brockenhurst in the New Forest and Petersfield in the South Downs). (1C)
- Promotion of cycle hire opportunities at selected rail stations, using existing businesses as a model (e.g. Brockenhurst, Hassocks, Bentley, Petersfield, Amberley). (1D)
- Work with train operating companies to enhance the options for visitors to travel with their bikes (e.g. an online reservation system for bikes).

Bus travel from stations

We will create a **seamless transfer from train to bus** through:

- Upgraded bus/rail interchanges at key stations (e.g. Arundel, Pulborough, Brockenhurst) including improved shelters, seating, real time bus information, timetables, branding). (1E)
- Improved routing and timetabling of existing bus services, to provide better onward bus connections from selected train stations such as Alton, Haslemere and Petersfield. (1F)
- Development and roll-out of integrated bus/rail tickets (PlusBus, Downlander ticket). (1G)
- New shuttle services from some stations to popular visitor destinations (similar to an existing service run by Marwell Zoo from Eastleigh station).

At the station

We will provide **information, branding and services at train stations**, in order to inspire visitors to explore, discover and reconnect with the natural environment. This will encourage rail users to appreciate the recreation and leisure opportunities offered by the national parks. We will also make sure our stations are attractive entry points to the National Parks, with:

- 'What can I do near here?' interpretation boards and information highlighting attractions, walks, cycle rides and special things to see and do, easily accessed from stations. (1H)
- Community art projects with local schools; flower beds; forecourt works including paving and seating, delivered by the Community Rail Partnerships. (1J)
- Complementary proposals to promote sustainable access, enhance ticketing and improved cycle and pedestrian access will be promoted at stations as part of a comprehensive branding and marketing of the project detailed in Themes 2 to 4 below.

Theme 2 - Making it easy to reach key attractions within the two National Parks

Once they arrive we want visitors to find it convenient and straightforward to explore the places they want to visit by sustainable modes. We know that the most important activities in the New Forest are to go for a walk, or to picnic, relax and enjoy the scenery, taking advantage of the extensive network of off-road gravel tracks. For staying visitors, a trip to a town or village and recreational cycling are also significant activities¹⁹. Important visitor attractions include Beaulieu National Motor Museum, Exbury Gardens and Paultons Park.

In the South Downs, the most important activities for visitors are similar: going for a walk or picnic, relaxing and enjoying the scenery; and visiting a tourist attraction²⁰. Particularly popular starting points for a walk include Devil's Dyke and Old Winchester Hill. There are many visitor attractions, including for example the Weald & Downland Open Air Museum, West Dean Gardens, Amberley Working Museum, Seven Sisters Country Park, and Hinton Ampner.

This part of the project will tackle all the factors that make it difficult for people to access these destinations and activities by bus or cycle, and provide information about the opportunities for a good day out using these modes. The outputs will be:

Linking to key destinations by bus

We will **provide new bus routes and services** to make it easy to access the Parks and their attractions by public transport, together with extended periods of operation (e.g. into the shoulder season) for services we have already developed that are proving successful:

- Extended period of operation of New Forest Tour (open top bus) routes, building on the success of existing services. Hourly services connect to rail stations and bus services from Southampton, Salisbury and Bournemouth; visitors can 'hop on – hop off' to visit the New

¹⁹ Tourism SE and Geoff Broom Associates (2005) Visitor Survey of the New Forest National Park 2004-2005, S 5.1.1 and 5.1.2 (Tables 10, 13 and 36)

²⁰ Tourism SE and Geoff Broom Associates (2004) Visitor Survey of the proposed South Downs National Park 2003-2004, Table 56

Forest Centre at Lyndhurst; Ringwood Brewery; Burley New Forest Cider and other attractions; and they also connect to most New Forest accommodation providers. (2A)

- An additional coastal explorer New Forest Tour service, linking coastal destinations in the east and west of the Park. By adopting the best practice of the existing operations, it is likely that this service would become commercially viable within three years. (2A)
- Delivery of a new South Downs Tour bus route linking settlements, rail stations, attractions and accommodation providers (we are investigating options for this e.g. linking Pulborough and Amberley stations with Parham House, Bignor Roman Villa and Pulborough Brooks Nature Reserve; or linking Petersfield and Winchester stations with the Sustainability Centre, Old Winchester Hill, Queen Elizabeth Country Park and Hinton Ampner). (2A)
- Extended period of operation of seafront bus route between Brighton and Eastbourne, via Birling Gap and Beachy Head and serving the Seven Sisters Country Park. (2A)
- Extended period of operation of Breeze up to the Downs linking Brighton with Devil's Dyke, Ditchling Beacon and Stanmer Park, building on successful existing services. (2A)
- Free travel on existing scheduled bus services from outside of the Parks for New Forest Tour customers. (2A)
- Improving bus stop infrastructure at key destinations (e.g. Singleton for Weald and Downland Open Air Museum; Petworth, Clayton for Clayton Windmill). (2B)

Knowing what the public transport network can offer

We will **make public transport services easy to understand and use**, through:

- Simple (London Underground-style) visual representation of public transport network to and within both National Parks. (2C)
- Comprehensive National Park branded public transport timetables for the New Forest and South Downs, highlighting activities & locations that can be accessed by bus & train. (2D)
- Provision of high quality public transport information as part of an already-planned smart phone app for South Downs visitors. (2E)
- Information points at key bus stops (e.g. in Lewes, Lyndhurst, Petersfield, West Meon, Midhurst, Singleton), showing how to reach nearby local attractions. (2F)
- Working with operators to rebrand services and enhance on-board visitor information on core routes through the South Downs National Park (e.g. on routes between Chichester, Haslemere, Midhurst, Petworth and Pulborough). (2G)
- Promotional/marketing programme to maximise awareness of existing bus services aimed at visitors (e.g. New Forest Tour Bus; Breeze up to the Downs; coastal tourism route; service 126 from Eastbourne to Drusilla's Zoo and Alfriston; Ramblerbus). (2G)
- Marketing of other bus services from nearby urban areas into the New Forest and South Downs, especially from population centres that are less well-served by direct trains. (2G)
- Developing a training package for train conductors, ticket office staff and bus drivers, covering customer awareness, disability awareness, and welcoming visitors to the parks.

Great days out by bus

We will **provide ideas for great days out by bus** through:

- 'Discover...' bus walks maps to encourage people to explore parts of the parks they may not have thought of visiting, that are best accessed by public transport, building on the success of existing bus walks programmes. (2H)
- Promotion of unlimited travel bus tickets (e.g. existing West Sussex Explorer Ticket).

High quality cycle and walking routes

We will **improve the quality of cycling and walking routes** through:

- Infrastructure/signage improvements to key cycle routes, linking to main towns and public transport gateways (e.g. from Hassocks station to Ditchling; Ditchling Bridleway; Brockenhurst-Christchurch NCN; Midhurst to Stedham/Iping Common). (2J)
- Schemes to increase safety for pedestrians, cyclists and horse riders (e.g. A283 Downs Link crossing). (2J)
- Installation of advisory cycle lanes where appropriate. (2J)
- Works and signing to improve the final link from branded cycle routes to attractions (e.g. Centurion Way extension to West Dean Gardens and Weald & Downland Museum). (2J)
- Comprehensive signing of branded 'signature' cycle routes using quiet lanes and bridleways in South Downs and Core Routes in the New Forest. (2J)

- Development and promotion for a network of 'Core Routes' in the New Forest National Park. (2K)
- High quality cycle parking shelters at visitor attractions. (2L)

Help finding the way by bike or foot

We will **give visitors confidence in finding their way** through:

- Addition to Cycle Streets and Transport Direct cycle journey planners of new recreational cycle routes in the National Parks which are not currently covered. (2M)
- Programmes of guided walking and cycling experiences aimed at staying visitors and residents of main towns within quick public transport access of the two parks. (2N)

Access to a bicycle (2O)

We will **provide wider access to bicycles**, especially for staying visitors, through:

- Development of an electric bike hire scheme, with bicycles available from hotels, campsites and local businesses.
- Refresher cycle training for staying visitors, primarily on campsites and holiday parks
- Support to expand the existing 'All Ability' cycling projects in both national parks, providing opportunities for people with disabilities to experience cycling.
- Adapting some bus services to carry bikes internally.

Theme 3 - Promoting sustainable travel to visitors before they arrive and while they are here

We want visitors to feel that there are lots of ways of enjoying their visit to the Parks that do not require a car. We also want to make people feel positive about leaving their cars at home and feel that other people like them also use sustainable modes. In doing this, we will be targeting the significant proportion of visitors who say they would consider using public transport on their next visit (e.g. 32% of New Forest staying visitors and 17% of New Forest day visitors²¹). A significant proportion of visitors are repeat visitors; surveys show that half of all day visitors in the South Downs had visited five times or more within the last year²².

To achieve this, all the information that visitors get when planning their trip and after they have arrived in the National Parks will highlight easy access by sustainable modes. We will work closely with visitor attractions, accommodation providers, and all sources of tourist information, as they are a 'first port of call' for many visitors in deciding where to go and how to get there.

Activities linked to train journeys

We will **make the train trip part of the 'day out'**, through:

- Partnerships with community rail groups (Lymington-Brockenhurst CRP; Three Rivers CRP; Alton Line Users Association; Sussex CRP) to run activities such as a 'green walks from trains' programme and to develop rail-related promotional events in conjunction with local visitor attractions and businesses. (3A)
- Suite of self-guided walks/cycle rides from train stations (e.g. from Brockenhurst, Petersfield, Amberley, Southease). (3F)
- Sale of discounted attraction tickets at stations, or as add-on to rail ticket

Partnerships with visitor attractions and accommodation providers

We will **work closely with visitor attractions and accommodation providers**, offering:

- Support for 10 larger visitor attractions to develop and implement their own travel plans.
- Support for major events and festivals that generate large volumes of traffic to implement high quality public transport shuttles to and from train stations (e.g. from Eastbourne station to Beachy Head for Eastbourne Airbourne event). (3B)
- Advice to accommodation providers on promoting sustainable travel options to their guests (focussing on accommodation providers who are participating in our new sustainable tourism project, 'Our Land'). (3B)
- Free advice to tourism businesses and special events such as the Goodwood Festival to give information about all travel options on websites & in information leaflets. (3B)

²¹ Tourism SE Research (2011) New Forest Visitor and Resident Survey 2011: Report of findings, Table 18

²² Tourism SE and Geoff Broom Associates (2004) Visitor Survey of the proposed South Downs National Park 2003-2004, page 37

- 'Great days out' itineraries offering a complete package of activities for a day, using public transport, for distribution via TICs and 'welcome packs' at B&Bs and guest houses. (2H)
- Grants scheme for covered cycle parking and other minor infrastructure works to encourage sustainable transport at visitor attractions. (3C)
- Support for attractions, accommodation providers and other tourism businesses to offer electric vehicle charging points. (3C)

Travel awareness campaign

Supporting our detailed work with accommodation providers and attractions, we will **develop an over-arching travel awareness campaign** including:

- A marketing programme aimed at visitors from London and the south-east, featuring attractions and accommodation providers who have committed to sustainable travel. (3D)
- A campaign to gain visitors' engagement and support, and to 'normalise' travel by sustainable modes e.g. thanking public transport users for being car-free. (3D)
- Discounts at selected visitor destinations for visitors who arrive by sustainable modes, or joint tickets for attractions and public transport. (3D)
- High quality National Park travel guides showing key visitor attractions and how to reach them by foot, cycle, bus or rail. (3E)
- Information materials aimed at people with mobility difficulties. (3D)
- Walking and cycling route maps for selected routes, showing accommodation, attractions and pubs/restaurants. (3F)

We will use a variety of ways to communicate messages, including social media, websites, newsletters, leaflets; and distribute campaign information via visitor attractions, tourism businesses, accommodation providers, public transport interchanges and visitor car parks.

Theme 4 - Managing traffic effectively within the Parks, so that it does not detract from visitors' experience

When visitors are asked whether there is anything that would improve their experience, the most frequent suggestion (apart from the weather) is less traffic congestion. This was mentioned by 37% of visitors to the New Forest in 2009 and 23% in 2010²³. The 2011 South Downs visitor survey found there was significant concern about reducing car traffic, traffic calming, and keeping traffic off inappropriate minor roads²⁴.

To **keep visitors coming to both National Parks**, it is important that we tackle this, through:

- Enhancing the quality of experience for non-car modes through appropriate pilot traffic management schemes. For example these might include reviews of weight, width & height restrictions and lorry routing information; traffic calming; shared space; lower speed limits; and a coach drivers' manual of recommended routes and tours. (4A)
- Supporting local communities in enforcing speed limits, through a Community Speedwatch programme. (4A)
- Developing strategic partnerships with Satellite Navigation providers to raise awareness of local traffic issues e.g. animal accidents in the New Forest, and better use of Sat Nav as a 'nudge' mechanism for visitor travel choice. (4A)
- Development of a rural access management strategy for both National Parks. This would reduce the adverse effect of uncontrolled parking, by providing alternatives such as visitor use of car parking at business premises at weekends; and explore ways of generating income from car-borne visitors which can be reinvested in sustainable transport. (4B)
- Adopting and developing Travel Plans for key visitor attractions where these would reduce the adverse effect of traffic congestion.

C2. Package costs

The tables that follow set out a fully costed package of the capital and revenue measures detailed in section C1, which would be funded from the LSTF bid.

Summary table of costs of package (Totals for Objectives 1 to 4)

²³ Tourism SE (2010) New Forest Visitor and Resident Survey 2010, Table 24

²⁴ South Downs National Park Authority (2011) Summary of findings on access from 'Postcards for the Future' survey

Theme		2012/13	2013/14	2014/15	Total
		£000s			
Theme 1: Improving public transport gateways into the Parks	Revenue	£5	£45	£85	£735
	Capital	£50	£225	£325	
Theme 2 Making it easy to reach attractions within the Parks	Revenue	£180	£353	£309	£1,891
	Capital	£139	£404	£505	
Theme 3: Promoting Sustainable Travel packages to visitors before they arrive and while they are in the Parks	Revenue	£265	£397	£422	£1,124
	Capital	£10	£15	£15	
Theme 4: Managing traffic effectively in the Parks so that it does not detract from visitors' experience	Revenue	£0	£10	£20	£150
	Capital	£15	£45	£60	
GRAND TOTAL (All Themes 1-4)	Revenue	£450	£805	£836	£2,091
	Capital	£214	£689	£905	£1,808
		£664	£1,494	£1,741	£3,900

Costs include 10% risk to all streams, and 15% design element for capital stream, (rounded to nearest £000.)

The tables in Appendix B set out a detailed breakdown of the elements under each theme.

C3. Rationale and strategic fit

The main aim of this bid is to develop and promote sustainable access to and within the New Forest and South Downs national parks by visitors. The bid includes measures to enhance the value of sustainable tourism to the local economies, whilst also reducing the transport impacts of visitors to residents and businesses. Sustainable access improvements resulting from the proposed measures will also reduce carbon emissions, and local air pollution in and around the parks.

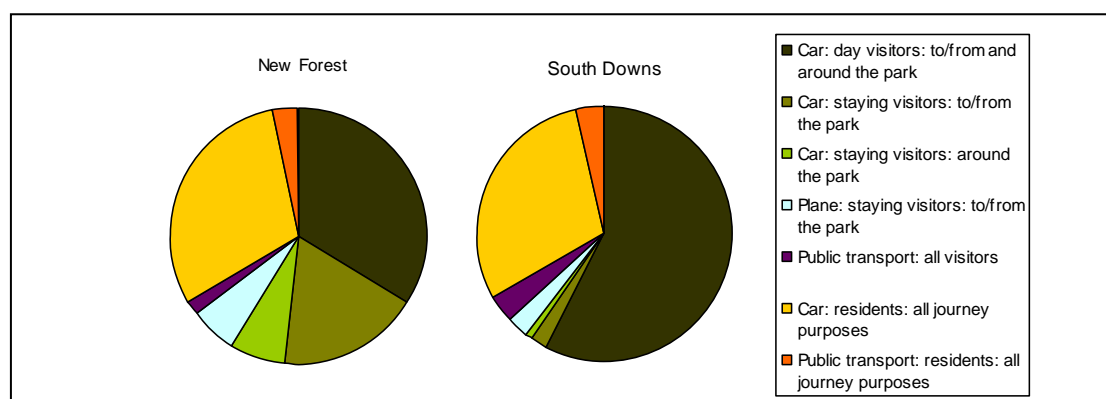
Delivery of the package of measures within this bid will ensure that the special landscapes of the two Parks remain accessible and welcoming whilst ensuring that they remain protected and open for enjoyment and understanding by future generations.

Our rationale for the focus on visitor travel (as opposed to travel by residents) is based on an analysis of the relative volume of carbon emitted by:

- Day visitors travelling to, from and around the parks
- Staying visitors travelling to and from the parks, and within the parks while on holiday
- Residents making trips for all purposes.

We found that in the South Downs, that an estimated 57% of all transport CO₂ emissions were the result of visitors travelling to, from and around the park by car. This was almost double the next biggest source of CO₂ emissions, which is residents' car travel (30%). In the New Forest, the figures are similar, with 56% of all transport emissions arising from visitors' travel to, from and around the park by car and 31% arising from residents' car travel.

Travel-related carbon emissions from visitors and residents in the two National Parks



It was clear from our analysis that travel to the parks was a significant contributor to overall carbon emissions. This led us to conclude that it is important to influence what form of transport our visitors use to get to the parks as well as how they get around the parks once they have arrived. This in turn determined the main themes of the bid outlined in section C1.

Key Benefits

While targeting travel by visitors, the package of measures will provide benefits for all sectors of the community, including business and industry, employees and residents. It will:

- secure the future prosperity of the Parks and surrounding areas
- reduce carbon emissions
- improve the character and vitality of the National Parks
- increase the viability of public transport services, benefitting residents (including those without access to a car, such as older people) as well as visitors
- make the National Parks towns less traffic-dominated and more attractive locations
- improve the permeability of the National Parks for pedestrians, cyclists and equestrians.

There are also specific benefits to developing a comprehensive bid that covers both National Parks;

- Greater value for money can be achieved through the delivery of a larger comprehensive programme of measures.
- Knowledge sharing between parks and across authority boundaries will enable sustainable access and movement around the Parks, helping to create more tourism-related employment and reducing carbon emissions.
- It will provide a unique opportunity to ensure that lessons learnt from the New Forest on sustainable access can be applied in the South Downs National Park from the outset.

Consistency with existing strategies

The Bid has been developed to be consistent with, and add value to, the existing strategies of all the partners. Both of the National Parks present their own set of management issues which need to be addressed, of which reducing the impact of traffic on the special qualities of the National Parks and providing a range of sustainable transport alternatives are shared key aims.

The New Forest has an established National Park Management Plan (2010-2015) which sets out three objectives for the sustainable management of the park

- Developing a distinctive and different experience for those travelling with the National Park which clearly indicates its special and protected status;
- Promoting measures to reduce the negative impacts of road traffic on the quality of life of local communities and the environmental quality of the National Park; and
- Supporting an integrated network of public/community transport, footpaths and cycleways

The recently established South Downs NPA is in the process of establishing its future Management Plan, however key issues faced by the area are reflected in the previous AONB Management Area Management Plan for the South Downs.

The key themes identified within these two Management Plans are highlighted below:

- Protecting attractive landscapes, culture, heritage & tranquillity;
- Protecting wildlife, habitats & reducing pollution;
- Reducing greenhouse gas emissions & adapting to climate change;
- Promoting sustainable communities;
- Enhancing countryside recreation & access opportunities;
- Supporting a buoyant local economy which contributes to management of parks; and
- Reducing impacts of traffic & transport.

The local highway authorities have all published their 3rd Local Transport Plans and developed Rights of Way Improvement Plans, with a number of individual strategies and objectives to enhance the local transport network. Common themes that run through these include:

- Supporting economic growth;

- Addressing climate change;
- Improving health, safety and security; and
- Improving quality of life.

There are five Local Enterprise Partnerships (LEPs) within the bid area; Solent, Coast to Capital, Enterprise M3, South East and Swindon & Wiltshire. Each LEP has differing aims and objectives but they share a common theme of encouraging economic growth and improving accessibility which is supported by the key objectives of the bid package.

The bid also accords with the Strategic Framework for Tourism in England 2010-2020, and in particular relevant actions within the Rural Tourism, Wise Growth, and Transport & Tourism Actions Plans. This Framework sets out ways in which the industry can work together to achieve a 5% growth in value, year-on-year, over the next decade. NPAs are working closely with VisitEngland to ensure that they play their role in delivering on the tourism agenda.

The objectives of the bid therefore fully support the wider themes within the NPMPs and LTPs as well as LEP priorities. How these objectives meet the challenges identified in Section B1, is illustrated below, highlighting how they support the individual bid theme packages, both in terms of managing visitors to the park areas, and by benefiting local communities.

Bid Package Objective:	Objective 1: Improve key public transport gateways into the two National Parks	Objective 2: Make it easy to reach key attractions within the two National Parks	Objective 3: Promote sustainable travel packages to visitors before they arrive and while they are in the National Parks	Objective 4: Managing traffic effectively within the Parks so that it does not detract from visitors experience
Bid Elements: -	<i>Focus on infrastructure, information and onward journeys from public transport hubs, in particular rail stations to bus, cycling & walking</i>	<i>Focus on linking to key destinations by improving bus links, cycling & walking infrastructure, & through promotions & information</i>	<i>Focus on innovative partnerships with attractions & accommodation providers, & on an over-arching travel campaign & branding</i>	<i>Development of a rural access management strategy & support to manage the impact of traffic on communities</i>

Sustainable Transport Solutions for England's two newest National Parks – Challenges:

Strengthen the value of tourism to the local economy to create higher paid jobs in the locality	✓✓	✓✓✓	✓✓✓	✓
Smarter sustainable access by encouraging existing visitors to stay longer and spend more to grow the tourism sector to benefit local businesses & communities.	✓✓	✓✓	✓✓✓	✓✓
Reduce the negative congestion, emission and run off impacts of visitor traffic on important habitats, ecosystems and cultural heritage, as well as reducing carbon emissions	✓✓	✓✓	✓✓	✓✓✓
Improve access to the recreational opportunities offered by the National Parks to assist in reducing health, employment and well being inequalities.	✓✓	✓✓✓	✓✓✓	✓
Ensure good sustainable access provision to the Parks is in place to manage the expected growth in recreational travel from new development	✓✓✓	✓✓	✓✓	✓✓✓

C4. Community Support

Support from both local residential and business communities is a vital part of this bid and community engagement will play a key role in the success of the project.

Business community support

We have been working closely with business communities in both national parks. These include the New Forest Business Partnership, the New Forest Tourism Association and the South Downs Rural Economy and Tourism Technical Working Group.

All organisations representing the business communities have been involved in the development of both the expression of interest and the full bid, including through stakeholder workshops and one to one sessions. They are supporting partners to initiatives referred to in the bid.

Residential community support

We have also worked closely with local resident communities within the parks. The bid seeks to address long standing issues raised by Parish Councils and other community groups across both national parks. Extensive consultation over recent years to inform the New Forest National Park Management Plan and other strategic documents has demonstrated a particular need to improve the provision of cycling, equestrian and walking access, particularly between village centres and the off road network. This can be developed further through neighbourhood planning.

Whilst the South Downs National Park Management Plan is in the early stages of development, a series of engagement activities with local communities during the summer and autumn months has resulted in a number of issues emerging relating to transport. These include the need to address traffic congestion in popular locations, together with a need for better links between public transport and access and recreation. There is also significant demand for more opportunities for recreational cycling both on and off the road network.

A review of Parish Plans across the South Downs National Park is currently underway and we fully anticipate that similar issues relating to rural transport and access will emerge.

We have used our South Downs online forum to validate the bid proposals with our communities and users groups.

We also have an opportunity to work with local communities and parish councils, making funding available directly to them to promote sustainable travel in their own village/community. This is supported by the CPRE who are promoting this idea through their Transport Toolkit.

SECTION D – Value for money

D1. Outcomes and value for money

We estimate that the package of actions described in section C1 of this application will deliver the following outcomes:

South Downs

- An additional 370,000 visitors arriving by sustainable modes in 2014/15, compared to the baseline. This would represent a 2%-point reduction in the proportion of day visitors arriving by car (from 88% to 86%) by 2015, and an increase in the proportion arriving by sustainable modes from 12% to 14%.

New Forest

- An additional 370,000 visitors arriving by sustainable modes in 2014/15, compared to the baseline. This would represent a 6%-point reduction in the proportion of day and staying visitors arriving by car (from 96% to 90%) by 2015, and an increase in the proportion arriving by sustainable modes from 4% to 10%.
- A 9%-point reduction in the proportion of staying visitors travelling around the New Forest by car (from 86% to 77%) by 2015, and an increase in the proportion arriving by sustainable modes from 14% to 23%²⁵.

²⁵ There is no equivalent target for the South Downs because the number of staying visitors there is extremely small.

These figures are based on our experience of implementing successful sustainable transport initiatives, including the New Forest Tour and Breeze up to the Downs. They assume that behaviour change programmes in the New Forest and South Downs will be broadly comparable in their effectiveness to the large scale smarter choice programmes in the Sustainable Travel Towns²⁶.

Impact on carbon emissions

The table below sets out our assumptions on rate of change in travel mode and the resulting estimates of carbon saved. We estimate that our LSTF programme will save nearly 11,000 tonnes of CO₂ over the three years from 2012/13 to 2014/15. The **carbon saving** will be approximately equal in the South Downs and the New Forest.

Forecast changes in car mode share and tonnes CO₂ saved (from a 2011/12 base)

	2011/12	2012/13	2013/14	2014/15	Total
Car mode share					
Staying visitors: travel <i>around</i> New Forest	86%	85%	82%	77%	
Staying visitors: travel to/from New Forest	96%	95%	93%	90%	
Day visitors: travel to/from New Forest	97%	96%	94%	90%	
Day visitors: travel to/from South Downs	88%	88%	87%	86%	
Tonnes CO₂ saved (net)					
Staying visitors: travel <i>around</i> New Forest		90	358	448	895
Staying visitors: travel to/from New Forest	0	128	513	642	1,283
Day visitors: travel to/from New Forest	0	318	1,274	1,592	3,185
Day visitors: travel to/from South Downs		538	2,153	2,691	5,382
Total	0	1075	4,298	5,373	10,745

Note: figures for tonnes CO₂ saved are *net* i.e. allowing for some increased emissions due to more public transport services. Gross CO₂ savings would be approximately 12,000 tonnes over three years.

Impact on economic activity

Tourism is very important to the local economy of both national parks. Our local surveys and analysis tell us that the total additional spending directly associated with leisure use of the New Forest National Park is £108 million per year. This generates a total of 2,571 jobs within the New Forest, in tourism-related businesses and in their local supply chain²⁷. In the South Downs, visitor spending (both inside and outside the park) contributes £331 million to the local economy, generating 5,275 jobs within the National Park²⁸.

We also know that investment in sustainable transport services such as the New Forest Tour bus service has already made a significant contribution to our local economy. In 2011, New Forest Tour customers contributed £485,000 to the local economy, in food and drink purchases, fares, attraction entrance fees and other purchases²⁹.

Visitors who use sustainable modes of transport are likely to spend more money on local goods and services than visitors who arrive by car. For example, we know that customers of the New Forest Tour bus service spend an average of £29 per day-trip³⁰ and day visitors in the South-East who walk or cycle spend an average of £13.50 per day³¹, whereas average daily expenditure (across all modes, but predominantly car) by visitors to the New Forest is £8.34³². Our focus on sustainable travel is therefore expected to bring benefits to local tourism businesses and the local economy in the New Forest and South Downs.

We also know that *failure* to tackle the problems caused by traffic in the two national parks would threaten their future viability as attractive visitor destinations. As Britain's two newest

²⁶ We have assumed that the measures we will implement will have an average cost per car km removed of 8 pence. Allowing for inflation, this is comparable to the cost of the programme in the Sustainable Travel Towns, which was 4p per car km removed. Costs of achieving modal switch from car to sustainable modes were separately estimated for staying visitors (for travel to the National Parks and around them during the course of their stay) and day visitors (for travel to the National Parks), based on average journey lengths for each visitor category.

²⁷ Tourism SE and Geoff Broom Associates (2005) Visitor Survey of the New Forest National Park 2004-2005, pages 152 and 161

²⁸ Tourism SE and Geoff Broom Associates (2004) Visitor Survey of the proposed South Downs National Park 2003-2004, page 49

²⁹ New Forest Tour 2011 Performance Summary

³⁰ *ibid.*

³¹ Tourism SE (2006) The volume and value of walking and cycling in South East England

³² Tourism SE and Geoff Broom Associates (2005) Visitor Survey of the New Forest National Park 2004-2005, Table 8 page 58

national parks, we are committed to promoting a type of tourism which makes a positive contribution to our local economies and communities, and provides visitors with a real connection to our landscape and local people. We see a high quality sustainable travel 'offer' – whether by train, bus, cycle or on foot – as an essential ingredient to attract these new visitors.

Impact on social inclusion

The project will **increase accessibility** to the national parks for people who do not have access to a car. We know that lack of access to a car is a significant reason why people who live near the New Forest and South Downs do not visit, cited by 18% of 'non-visiting' households in the major urban catchments of the New Forest³³ and 17% of non-visiting households in the catchment of the South Downs³⁴.

Impact on physical activity

Several outputs of the project are designed to encourage people to cycle as part of their visit to the New Forest or South Downs. In particular, our plans to promote cycle hire schemes; to offer 'refresher' cycle training to staying visitors in campsites and holiday parks; and to improve the continuity of cycle routes to popular attractions are intended to encourage visitors who are not regular cyclists to give cycling a try. We anticipate that by giving visitors a positive experience of leisure cycling, the project will encourage some people to cycle more often in their daily lives, resulting in increased physical activity and **wider health benefits**.

D2. Financial Sustainability

The package of measures that has been devised has been designed to be sustainable once the LSTF funding has ended, to help ensure a lasting legacy from the project. This will be achieved by:

- Ongoing maintenance costs of the various infrastructure elements of the bid being met from highway authority and operators' existing revenue budgets.
- Using the model of the 'New Forest Tour' in planning the additional bus services identified in the bid, as this is a good example of how a recreational bus service has grown to become commercially viable following initial funding support..
- Ensuring operating costs of initiatives are covered by a combination of revenue from ticket sales and financial contributions from tourism businesses which directly benefit from them.
- Revenue costs associated with marketing and promotion leading to an increase in visitors using higher expenditure modes (as set out in D1). Over the course of the project, efficiencies will be gained by coordinating existing activities by different authorities and commercial businesses, reducing overall costs and hence the level of need for funding.
- Encouraging visitor attractions benefiting from increased visitors to fund the initiatives which enabled this increase in the medium to long term.
- Developing and implementing a rural access management strategy for both national parks which will provide a lasting legacy after the LSTF funding has finished. There is significant potential for this across both national parks and bid funding would facilitate the generation of new revenue from existing untapped funding streams.

SECTION E – Deliverability

E1. Implementation

Given the geographic extent of the bid, it is vital that robust programme management and reporting structures are in place to ensure effective implementation and delivery.

The proposed structure is set out in the diagram below. Essentially, this uses existing, established reporting structures combined with a new LSTF Programme Board which will oversee the management of the entire programme. This will link directly to a stakeholder and partner reference group to ensure their full participation in delivery of the project.

³³ Tourism SE and Geoff Broom Associates (2005) Visitor Survey of the New Forest National Park 2004-2005, page 60

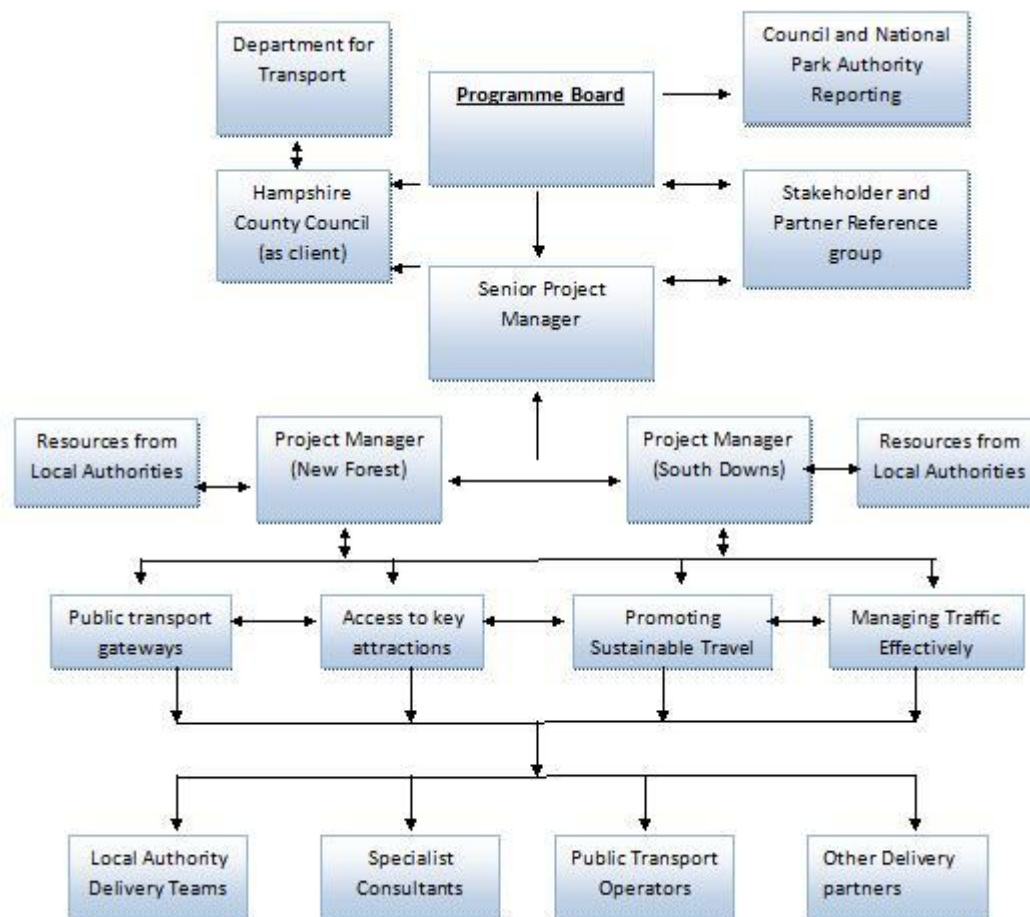
³⁴ Tourism SE and Geoff Broom Associates (2004) Visitor Survey of the proposed South Downs National Park 2003-2004, page 46

Implementation is key and the ability of commit expenditure and start delivering projects on the ground in the initial months of the programme is considered vitally important. To ensure this is achieved a senior project manager and two project managers will be appointed. Project managers will be based in each NPA, and across the highway authorities.

These resources alone will not be sufficient to delivery the extensive programme of measures proposed. So delivery of the various initiatives across each of the four themes will also utilise existing resources from both the highway authorities and national park authorities (as set out in A8). Resources identified by commercial partners will also be crucial to the effective implementation of the bid. For specialist areas support will be procured as necessary from both within the partners and externally as appropriate.

By using this wide range of different resources, controlled by a senior project manager, we will be able to deliver projects as soon as any funding is awarded. The Project Managers and existing delivery officers will oversee delivery of each of the four project themes within each national park. The capital programme will be overseen by the appropriate highway authority, as client for infrastructure delivered through the project.

Hampshire County Council will be the accountable body for the projects and will liaise directly with DfT, with support from all partners. A memorandum of understanding between all the partners is being put in place, to ensure that the roles and responsibilities, regarding delivery of each theme & its component parts are fully understood.



E2. Output milestones

The table below provides key milestones for project delivery, please refer to the programme for capital and revenue initiatives in Appendix C for further detail on the individual elements.

Date from	Date to	Activities
June 2012	September 2012	Programme Management Team in place, extended operating period of New Forest Tour.
June 2012	November 2012	Commission of infrastructure design package, start of preliminary design

June 2012	March 2013	Engagement with revenue package suppliers, especially those involved in early project delivery, start up for full year schemes Commence procurement of the larger revenue initiatives starting April 2013 Installation of cycle parking facilities at rail stations by train operators
Dec 2012	May 2013	Completion of preliminary design package and start on consultation on this element
April 2013	March 2014	Start on first full year of behaviour change package elements Launch of travel awareness campaign, National Parks Travel Guides published, rebranding of existing bus services commences, tourism industry training & advice in place
May 2013	Sept 2013	Consultation and review of infrastructure package ends, feedback incorporated into detailed design work
June 2013	Sept 2013	Seasonal trials of a South Downs Tour and New Forest Coastal Explorer, extension of Breeze up to the Downs, launch of Access to Cycle schemes
Sept 2013	March 2014	Completion of detailed design work, handover package of schemes to contractor for programme implementation planning
April 2014	March 2015	Start of second full year of behaviour change package including 2 nd year of South Downs Tour etc, launch of 'Great Days Out' itineraries. Construction starts at public transport gateways, on cycle routes and traffic management schemes
	March 2015	All infrastructure works are completed LSTF funded revenue programme ends, self sufficient elements continue.

E3. Summary of Key Risks

With only a 2.5 year delivery timeframe, the key risk identified is a delay in delivery of the project once funding is secured. In order to alleviate this preparatory work will continue to be carried out over the coming months and a procurement and delivery strategy put in place to ensure this the project can be launched as soon as the funding announcement is made. The risk register in Appendix A summarises the key risks to delivery of this project and indicates planned measures for managing these risks. A full risk register covering the specific risks to each component of the project will be prepared once funding is secured.

E4. Project Evaluation

This scale of investment in sustainable transport in national parks is rare and therefore project evaluation is vital in order to establish which interventions generate the most successful outcomes. Comprehensive visitor surveys have been conducted in both National Parks and these form the basis of the baseline data as well as being used to ensure that the measures proposed meet the needs of existing visitors to the Parks. Appendix F provides an outline framework of the proposed approach to monitoring this project.

We believe there is also significant merit in collaborating with other LSTF bids covering national parks with regards to monitoring. This will provide a wider catchment for analysis and therefore a much more accurate picture of the outcomes of successful interventions and projects. National parks are networked effectively across a range of Officer Groups covering different subjects, so the networks and contacts are already in place and ready to take this forward.

APPENDIX A

[illegible]

Appendix B – Expanded C2 Tables

Code	C1 Package Measure	Individual Scheme	2012/13 Revenue	2012/13 Capital	2013/14 Revenue	2013/14 Capital	2014/15 Revenue	2014/15 Capital	Total Cost
Objective 1: Improve key public transport gateways into the National Parks									
1A	Cycling and walking from stations	Comprehensive signing and minor improvements to cycle and pedestrian routes from rail stations		£25,000		£75,000		£100,000	£200,000
1B		Cycle Parking at Stations				£20,000		£10,000	£30,000
1C		Plus Bike, joint ticketing	£2,500		£10,000		£10,000		£22,500
1D		Development and promotion of cycle hire business at stations			£5,000	£15,000	£15,000	£25,000	£60,000
1E	Bus travel from stations	Development of a network of key public transport hubs and gateway areas entering the Parks		£15,000		£75,000		£110,000	£200,000
1F		Changes to bus routing and timetables			£20,000		£50,000		£70,000
1G		Bus and Rail Joint Ticketing	£2,500		£10,000		£10,000		£22,500
1H	At the Station	What Can I Do Near Here' Visitor Travel Information Points				£15,000		£15,000	£30,000
1J		Rail Station Forecourt Improvements		£10,000		£25,000		£65,000	£100,000
			£5,000	£50,000	£45,000	£225,000	£85,000	£325,000	£735,000
Objective 2: Make it easy to reach attractions in the Parks									
2A	Linking to key destinations by bus	Develop and grow existing and new tourist bus routes in South Downs and New Forest	£40,000		£144,000		£100,000		£284,000
2B		Public Transport Improvements at bus stops and attractions		£10,000		£20,000		£20,000	£50,000
2C	Knowing what the PT network has to offer	Simple Public Transport Maps for both National Parks	£20,000		£4,500		£4,500		£29,000
2D		National Park branded timetables			£20,000		£10,000		£30,000
2E		Smarter Ways to Visit The New Forest/South Downs National Parks (Phone App)	£5,000		£5,000		£5,000		£15,000
2F		Information at bus stops		£5,000		£5,000		£5,000	£15,000
2G		Raising awareness of existing bus services in both South Downs and New Forest	£50,000		£75,000		£75,000		£200,000
2H	'Great Days Out by Bus'	Discover....' Bus Maps	£20,000		£10,000		£5,000		£35,000
2J	High quality cycle and walking routes	Construction of new cycle and walking links, and marketing of the new links once complete	£10,000	£100,000	£20,000	£300,000	£20,000	£400,000	£850,000
2K		Core of 'Multi Use' Routes Network in New Forest			£5,000	£20,000	£10,000	£30,000	£65,000
2L		Secure Covered Cycle Parking		£14,000		£14,000		£15,000	£43,000

Objective 2: Make it easy to reach attractions in the Parks									
2M	Helping find way by bike or foot	National Parks Cycle Journey Planner	£5,000		£5,000		£5,000		£15,000
2N		Guided walking and cycling experiences	£5,000		£5,000		£5,000		£15,000
2O	Access to a bicycle	Initiatives that provide access to a bicycle	£25,000	£10,000	£60,000	£45,000	£70,000	£35,000	£245,000
			£180,000	£139,000	£353,500	£404,000	£309,500	£505,000	£1,891,000
Objective 3: Promote sustainable travel packages to visitors before they arrive and while they are in the Parks									
3A	Activities Linked to the Train Journey	Community Rail Partnership Initiatives	£5,000		£12,000		£27,000		£44,000
3B	Partnerships with visitor attractions and accommodation providers	Provision of advice to tourist attractions to help them develop Sustainable Visitor Access Plans	£30,000		£65,000		£65,000		£160,000
3C		Grant Scheme for Cycles and Electric Vehicle charging		£10,000		£15,000		£15,000	£40,000
3D	Travel Awareness Campaign	Travel Awareness Campaign	£100,000		£150,000		£150,000		£400,000
3E		National Park Travel Guides			£15,000		£25,000		£40,000
3F		Leaflets for circular and point to point walks and cycle rides from stations	£10,000		£15,000		£15,000		£40,000
3G	Project Delivery	FTE (x3) to deliver the project - Management of project and marketing of schemes/initiatives	£120,000		£140,000		£140,000		£400,000
			£265,000	£10,000	£397,000	£15,000	£422,000	£15,000	£1,124,000
Objective 4: Manage traffic effectively within the Parks, so that it does not detract from visitors' experience									
4A	Traffic Management Initiatives	Reducing the impact of traffic on the Parks				£30,000		£30,000	£60,000
4B		Rural Access Management Strategy		£15,000	£10,000	£15,000	£20,000	£30,000	£90,000
			£0	£15,000	£10,000	£45,000	£20,000	£60,000	£150,000
			£450,000	£214,000	£805,500	£689,000	£836,500	£905,000	£3,900,000

Appendix C Local supporting stakeholders

Local Authorities

- *Adur District Council*
- *Arun District Council*
- *Basingstoke & Deane Borough Council*
- *Borough of Poole*
- *Bournemouth Borough Council*
- *Chichester District Council*
- *Christchurch Borough Council*
- *Dorset County Council*
- *East Hampshire District Council*
- *Horsham District Council*
- *Lewes District Council*
- *Mid Sussex District Council*
- *New Forest District Council*
- *Portsmouth City Council*
- *Southampton City Council*
- *Transport for South Hampshire*
- *Waverley Borough Council*
- *Winchester City Council*
- *Worthing Borough Council*

Local Business and Trade Organisations

- *Beaulieu National Motor Museum*
- *Coast to Coast LEP*
- *Cosy Cottage B&B*
- *Cyclexperience*
- *Electric Bicycle Network*
- *Enterprise M3 LEP*
- *Exbury Gardens and Steam Railway*
- *Forester's and Keeper's Cottage*
- *Hampshire Business Alliance*
- *Hampshire Chamber of Commerce*
- *Hidden Britain Tours*
- *Macdonald Elmers Court Hotel & Resort*
- *Marwell Zoo*
- *New Forest Business Partnership*
- *New Forest Coastal Cottages*
- *New Forest Tourism Association*
- *Paultons Park*
- *St. Barbe Museum & Art Gallery, Lymington*
- *Shorefield Holidays Ltd*
- *Treasure Trails*
- *Willows B&B*

Local Organisations & Groups

- *Action in Rural Sussex (AIRS)*

- *Bespoke – Eastbourne Cycle Groups*
- *Brighton & Hove Local Access Forum*
- *British Driving Society – South East*
- *ChiCycle*
- *City Sustainability Partnership (Brighton & Hove)*
- *Community Action Hampshire (CAH)*
- *Community First New Forest*
- *Countryside Access Forum for West Sussex*
- *CPRE Hampshire*
- *CPRE Sussex*
- *CTC Hampshire Cycling*
- *CTC East Sussex*
- *Cycle Seahaven*
- *Friends of Lewes*
- *Hampshire Countryside Access Forum*
- *Itchen Valley Parish Council*
- *New Forest Access Forum*
- *New Forest Association*
- *Soberton Parish Council*
- *South Downs Local Access Forum*
- *South Downs Network*
- *South Downs Society*
- *Southern Wiltshire Area Board*
- *Sussex Air*
- *Surrey Hills AONB*
- *Wiltshire & Swindon Countryside & Access Forum*
- *Winchester Area Community Action*
- *Winchester Action on Climate Change*
- *Worthing Revolutions Cycle Campaign*
- *West Sussex Cycle Forum*
- *West Sussex Forum for Accessible Transport*

Local Transport Providers & Transport Organisations

- *Brighton & Hove Buses*
- *Compass Travel*
- *Community First New Forest*
- *Community Transport for Lewes Area*
- *Cuckmere Community Bus*
- *South Wiltshire Community Transport*
- *Sussex Community Rail Partnership*

Kevin Travers
Economy, Transport and Environment Dept
Hampshire County Council
The Castle
Winchester
Hampshire SO23 8UD

20th February 2012

Dear Mr Travers

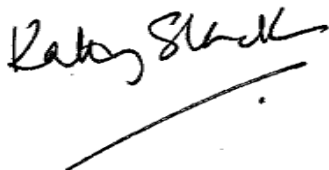
**Department for Transport's Local Sustainable Transport Fund.
National Parks Bid**

The Enterprise M3 LEP fully supports this bid to the Department for Transport's Local Sustainable Transport Fund. The LEP stretches from the New Forest to Staines on the outskirts of Heathrow and has extensive rural areas, including all of the New Forest and part of the South Downs National Parks. The rural economy and tourism sector are important to the prosperity of the LEP area and in recognition of this we have established an Action Group. The LEP is fully committed to working with you to ensure that transport fully contributes to our growth plans in these areas, for example through the Growing Places Fund, as well as reducing carbon emissions.

The LEP is also pleased to be able to commit match funding of £7,000 to the Bid from its Research on Rural Business Places. This initiative is to use secondary sources to identify the location of all rural business premises. This will support plans to improve broadband and mobile delivery speeds to rural businesses; for example by using the Growing Places Fund.

I look forward to working with you on this sustainable transport initiative, which is an important element in promoting sustainable economic growth in our area.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Kathy Slack', with a long horizontal line underneath it.

Kathy Slack
Director Enterprise M3



Kevin Travers
Transport Policy Team Leader, Hampshire County Council
Economy, Transport & Environment Department
Hampshire County Council
1st Floor Elizabeth Court West
The Castle
Winchester
SO23 8UD

Bus Station
Southgate, Chichester
West Sussex
PO19 8DG

T 01243 755850
F 01243 528743

stagecoachbus.com



Our Ref: AWD/AB

21 February 2012

Dear Kevin,

South Downs & New Forest National Parks LSTF Bid - Letter of Support

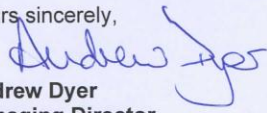
I am writing to confirm Stagecoach's strong support for the above LSTF Bid. We believe that the South Downs are an increasingly important leisure area for both visiting tourists and West Sussex and Hampshire local residents. A plan to improve public transport to make visits to the National Park more sustainable is exactly the right strategy in our view.

In support of this bid Stagecoach will commit funds to contribute to the project as follows:-

- 1) For the period of the bid Stagecoach will deploy a fleet of new vehicles on Route 60 (Bognor Regis - Chichester- Midhurst) entering service in 2011/12. These ten vehicles with associated launch costs represent an investment of £1.4million.
- 2) During the period of the project Stagecoach will undertake an interior refurbishment of single deck buses used on Route 1 (Worthing-Storrington-Petworth-Midhurst) at a cost of £20,000.
- 3) During the same period vehicles used on all routes in the South Downs National Park will be repainted to improve customer image. The total cost of this will be £60,000.
- 4) All 270 drivers at our Chichester & Worthing depots (who may be required to drive on National Parks Routes) will be given a day's customer service training at a cost of £30,000.
- 5) Stagecoach will commit to a further marketing spend of £20,000 to promote bus usage in the National Park area.

May I wish you the very best of luck with the bid and if you need any further information, please do not hesitate to contact me.

Yours sincerely,


Andrew Dyer
Managing Director

Stagecoach South trades as:

Stagecoach in Portsmouth, Stagecoach in Hampshire, Stagecoach in Hants and Surrey and Stagecoach in the South Downs
Registered Office: Stagecoach (South) Ltd., Daw Bank, Stockport SK3 0DU (Registered in England & Wales No. 1673542)

Appendix E

National Parks Delivery Programme		2012						2013												2014												2015			Delivery Agent
Scheme		Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
Objective 1 - Improve key public transport gateways into the National Park																																			
1A	Cycle & walking signs from stations																																	LTA	
1B	Cycle parking at stations																																	TOC	
1C	Plus Bike joint ticketing																																	NPA/TOC	
1D	Develop cycle hire business																																	NPA	
1E	Public transport interchanges																																	LTA	
1F	Changes to bus routes																																	NPA	
1G	Plus Bus joint ticketing																																	NPA	
1H	What Can I Do Near Here boards																																	NPA/TOC	
1J	Rail Station Forecourts																																	LTA/TOC	
Objective 2 - Make it easy to reach attractions in the Parks																																			
2A	South Downs and New Forest Tour																																	NPA	
2B	PT Improvements - bus stops																																	LTA	
2C	PT Maps for both Parks																																	NPA	
2D	National Park branded timetables																																	NPA	
2E	National Park phone apps																																	NPA	
2F	Information at bus stops																																	LTA/NPA	
2G	Raising awareness of existing bus																																	NPA	
2H	Great Days Out by Bus																																	NPA	
2J	New cycle and walking links																																	LTA	
2K	Multi Use routes (New Forest)																																	LTA	
2L	Covered cycle parking																																	NPA	
2M	National Parks Cycle Journey Planner																																	LTA/NPA	
2N	Guided walks & cycle experiences																																	NPA	
2O	Providing access to a bicycle																																	NPA	
Objective 3 - Promote sustainable travel packages to visitors before they arrive and while they are in the Parks																																			
3A	Community Rail Partnership initiatives																																	CRP	
3B	Sustainable Visitor Access Plans																																	NPA	
3C	Grants for cycle hire and EVCP																																	NPA	
3D	Travel Awareness Campaign																																	NPA	
3E	National Park Travel Guides																																	NPA	
3F	Circular walks leaflets																																	NPA	
3G	Project Delivery Officers																																	NPA/LTA	
Objective 4 - Manage traffic effectively within the Parks, so that it does not detract from visitor's experiences																																			
4A	Reducing the impact of traffic																																	LTA	
4B	Rural Access Management Strategy																																	NPA	

Preliminary Design



Consultation

Detailed Design

Pricing

Construction

Revenue Start Up Time

Operational (full costs)

Operational (early costs)

Operational (lower costs)

LTA Local Transport Authority

NPA National Park Authority

TOC Train Operating Company

CRP Community Rail Partnership

Appendix F : Monitoring and Evaluation Framework

Code	Package Measure	Delivery/Output	Outcome Monitoring	Existing Data	[Possible] Additional Data	Impacts (Long Term)				
Objective 1: Improve key public transport gateways into the National Parks										
1A	Cycling + walking from stations	Comprehensive signing and minor improvements to cycle and pedestrian routes from rail stations	<ul style="list-style-type: none">• Increase awareness of travel choices/behavioural change• Modal shift• Increase in visitors arriving by train• Increase in cycling• Increase in cycles parked at stations• Increase in walking• Reduce cycle/pedestrian related accidents• Reduce car use• Increase in number of cycle hires• Increase rail/cycle tickets sold• Number of 'hits/purchases/ reservations online• Increase in passengers using bus/rail interchanges• Increase in public transport use• Increase in sale of integrated tickets• Number of passengers using the shuttle service• Reduce local congestion• Increase number of visitors at attractions	<ul style="list-style-type: none">• Station usage statistics• TOC ticketing data• Traffic volumes (permanent and ATCs)• Permanent cycle counts• Accident data• Length/location of public rights of way• Existing data collected by cycle hire shops• Visitor surveys• Bus passenger data• Integrated bus/rail ticket sales• Brockenhurst CRP audit data?• Car park data• Tickets sold at visitor attractions• Local economy/ spend data• Trafficmaster congestion data	<ul style="list-style-type: none">• Before/after data for new infrastructure• Local vehicle (ATC)• Pedestrian and cycle counts (MCC)• Station access surveys (before and after)• Visitor perception/ attitudinal surveys• Cycle parking audit• Number of cycles hired - rail ticket initiative• Number of cycles hired• Number of cycle reservations online• Number of passengers using interchanges• Number of visitors using shuttle service	<ul style="list-style-type: none">• Reduction in carbon emissions• Increase accessibility/social inclusion• Increase physical activity• Increase economic activity				
1B		Cycle parking at stations								
1C		Plus Bike, joint ticketing								
1D		Development/promotion of cycle hire business at stations								
1E	Development of a network of key public transport hubs and gateway areas entering the Parks									
1F	Bus travel from stations	Changes to bus routing and timetables								
1G		Bus and Rail Joint Ticketing								
1H	At the Station	What Can I Do Near Here' Visitor Travel Information Points								
1J		Rail Station Forecourt Improvements								
Objective 2: Make it easy to reach attractions in the Parks										
2A	Linking to key destinations by bus	Develop and grow existing and new tourist bus routes	<ul style="list-style-type: none">• Increase bus use• Reduce car use• Reduce local congestion• Increase number of visitors at attractions/villages/towns• Reduce cars parked at attractions• Modal shift• Number of staff trained• Increase bus use• Increase awareness of travel choices/behavioural change• Increase number of bus travel tickets sold• Increase cycling/walking to visitor attractions• Reduce cycle/pedestrian related accidents• Increase cycling• Increase number of cycles parked at visitor attractions• Number of participants in Programme• Number of participants in cycle training sessions• Number of participants taking part in the 'All Ability' project• Increase bus travel and number of bikes taken on buses	<ul style="list-style-type: none">• Number of people using tourist buses• Traffic volumes (permanent and ATCs)• Trafficmaster congestion data• Tickets sold at visitor attractions• Local economy / spend data• Car park ticket sales/data• Visitor surveys• Bus passenger data• West Sussex Explorer ticket sales• Permanent cycle counts• Accident data• Length/location of public rights of way• Number of bikes taken on tourist buses	<ul style="list-style-type: none">• Number of people using tourist buses• Local vehicle (ATC)counts• Modal shift (before/after) surveys• Number of passengers arriving by bus• Visitor perception/attitudinal surveys• Number of app hits/ downloads• Number of unlimited bus tickets sold• Cycle parking audits• Manual cycle counts• Number of electric cycles hired• Number of participants - cycle training• Number of participants - 'All Ability' project• Number of bikes taken on buses	<ul style="list-style-type: none">• Reduction in carbon emissions• Increase accessibility /social inclusion• Increase economic activity				
2B		Public Transport Improvements at bus stops and attractions								
2C	Knowing what the PT network has to offer	Simple Public Transport Maps for both National Parks								
2D		National Park branded timetables								
2E		Smarter Ways to Visit The National Parks (Phone App)								
2F		Information at bus stops								
2G	'Great Days Out'	Raising awareness of existing bus services in both Parks								
2H		Discover....' Bus Maps								
2J	High quality cycle and walking routes	Construction and marketing new cycle and walking links								
2K		Core of 'Multi Use' Routes Network in New Forest								
2L		Secure Covered Cycle Parking								
2M	Find way by bike or foot	National Parks Cycle Journey Planner								
2N		Guided walking and cycling experiences								
2O	Access to a bike	Initiatives that provide access to a bicycle								
Objective 3: Promote sustainable travel packages to visitors before they arrive and while they are in the Parks										
3A	Activities Linked to the Train Journey	Community Rail Partnership Initiatives					<ul style="list-style-type: none">• Increase awareness of travel choices/behavioural change• Increase in rail travel• Increase in cycling and walking• Increase sale of rail and visitor attraction tickets• Modal shift• Increase number of travel plans• Reduce car use• Reduce local congestion• Increase in visitors arriving by public transport• Increased availability of vehicle charging points.• Reduce carbon emissions• Increase in walking, cycling and public transport	<ul style="list-style-type: none">• Station usage statistics• TOC ticketing data• Sale of tickets at visitor attractions• Traffic volumes (permanent and ATCs)• Trafficmaster congestion data• Bus passenger data• Visitor surveys• Air Quality data• Car park/ticket data• Permanent cycle counters	<ul style="list-style-type: none">• Perception/attitudinal users surveys• Manual walking and cycling surveys• Travel plan questionnaires (before and after)• Local vehicle (ATC)• Pedestrian and cycle counts• Car park surveys• Number of charging points• Number of vehicles using charging points• Visitor perception/attitudinal surveys• Cycle parking audit	<ul style="list-style-type: none">• Reduction in carbon emissions• Increase accessibility/social inclusion• Increase physical activity• Increase economic activity
3B	Partnerships with visitor attractions / accommodation providers	Provision of advice to tourist attractions to help them develop Sustainable Visitor Access Plans								
3C		Grant Scheme for Cycles and Electric Vehicle charging								
3D	Travel Awareness Campaign	Travel Awareness Campaign								
3E	Awareness Campaign	National Park Travel Guides								
3F		Leaflets – walks and cycle rides from stations								
3G	Project Delivery	FTE (x3) to deliver the project								
Objective 4: Manage traffic effectively within the Parks, so that it does not detract from visitors' experience										
4A	Traffic Management Initiatives	Reducing the impact of traffic on the Parks	<ul style="list-style-type: none">• Reduce traffic related accidents, (+animal accidents)• Large vehicles to use appropriate routes• Reduce car use• Reduce local congestion• Support local facilities and communities• Reduce carbon emissions	<ul style="list-style-type: none">• Traffic volumes (permanent and ATCs)• Traffic speed data?• Trafficmaster congestion data• Personal injury accident data• Animal accident data• Air Quality data	<ul style="list-style-type: none">• Local vehicle classified/speed data• Car park surveys	<ul style="list-style-type: none">• Reduction in carbon emissions• Increase accessibility /social inclusion• Increase economic activity				