

A Sustainable and Connected Centre – Supporting Portsmouth’s Retail, Tourism and Wider Economy

The Government has invited local authorities to bid for a share of the Local Sustainable Transport Fund, worth £560m over four years (2011/12 to 2014/15). Portsmouth City Council is submitting a bid for a Tranche 2 small project (up to £5 million from Central Government), for the creation of a **Sustainable and Connected Centre**, which will support Portsmouth’s economy (in particular, the retail and tourism sectors).

Package - PCC is seeking £5 million from the Government (supported by local contributions to a value of £2.15 million) for the following package of complementary measures:

- **Element 1: Improving connectivity in Central Portsmouth for walking, cycling and public transport** – A package of infrastructure and service improvements comprising wayfinding measures; cycle parking and infrastructure enhancements to address gaps in the cycle network; a centrally located cycle hubs providing a highly visible focal point for cycling-related activity; public realm improvements around public transport interchanges, on the approaches to the three centres and within Southsea; traffic management measures to improve bus journey times and reliability; and re-branded bus and new water-based services.
- **Element 2: Influencing behaviour (travel planning activity)** – On-street travel advisors, personalised journey planning targeted at local residents with an identified high propensity to modal shift, and workplace travel planning activity with employers in the City Centre (e.g. Cascades Shopping Centre), Gunwharf Quays, Southsea traders and the University.
- **Element 3: Marketing, information and branding activities** (to reinforce Elements 1 and 2) – Social marketing and travel awareness campaign, better provision of information, and common branding.

The bid has been developed in partnership with local stakeholders, and includes financial contributions from the public and private sectors; financially contributing partners include South West Trains, Gunwharf Quays and Portsmouth International Port.

Purpose – The bid is focused around the following objectives, which reflect the key transport issues within Central Portsmouth, and across the City in general, and form the basis of the package of measures. Unlocking economic growth in the city and reducing carbon emissions through improved transport lie at the heart of the objectives:

- **Objective 1:** Improve connectivity between the City Centre, Portsmouth Harbour (Gunwharf Quays, the Historic Dockyard, and The Hard public transport interchange) and Southsea, by sustainable modes.
- **Objective 2:** Encourage mode shift from car, for trips in Central Portsmouth (by residents, visitors, commuters, and businesses), and reduce congestion to improve ease of movement in the City Centre.
- **Objective 3:** Make Portsmouth a more desirable place to live and work; and a more attractive location for shopping and leisure activities.

Place - The bid focuses on the geographical area encompassing the three distinct and complementary retail and leisure destinations within Central Portsmouth: the City Centre, Portsmouth Harbour, and Southsea shops / seafront. It seeks to address the following economic, environmental and social challenges, and their related transport issues:

- The Central Portsmouth economy is seriously underperforming – there is a need to address a lack of employment in the central area; many employers currently choose to instead locate along the M27 corridor or elsewhere in the region.
- A need to reverse the decline in the retail performance of the City Centre, improve the trading environment in Southsea, and increase visitor spend.
- A need to improve Portsmouth’s image and quality of place, and make the city a more attractive location for shopping and leisure activities, and a more desirable place to live and work (including for high skilled employees and high value-added employers).
- A need to reduce transport’s contribution to the city’s carbon footprint - transport related CO₂ emissions are low by national and regional standards, but car ownership is rising. Portsmouth’s comprehensive climate change risk assessment identified traffic gridlock as a major risk; reducing private vehicle trips will make the city more resilient to the changing climate as extreme weather events become more common.
- There is poor air quality (with two AQMAs in Central Portsmouth), which is impacting on people’s health and quality of life in the city.
- There are significant pockets of deprivation in the city, exacerbated by low educational attainment and low skills and qualifications in the adult workforce.
- There are significant health inequalities in the city, for example with higher than average levels of obesity amongst children and adults in the city, with low levels of physical activity.

Transport issue	Description
An absence of visible public transport, walking and cycling links between the three centres contributing to congestion at peak times and pressure on parking capacity.	Poor connectivity makes it difficult to travel around Portsmouth, discourages visitors and shoppers from making the most of Portsmouth’s retail and tourism offering, and encourages a reliance on the car.
Opportunities to improve the urban realm at Portsmouth & Southsea and Portsmouth Harbour rail stations, on routes connecting the three centres, and within	Important in encouraging walking and cycling, and helping to improve the attractiveness of Portsmouth as somewhere to visit, shop, live or work

Southsea.	
A high reliance on the car for short trips within Central Portsmouth, but with significant scope for mode shift due to a flat, compact urban landscape, with opportunities to improve the walking and cycling environment and encourage multi-modal trips (e.g. rail / cycle), and evidence that residents in Southsea have a high propensity for mode shift.	Current levels of car use are contributing to air quality problems, climate change, and low levels of physical activity amongst residents. Greater promotion of sustainable travel is needed to also ensure that additional visitors to Portsmouth can choose to travel by sustainable means.

People – The bid is primarily aimed at **visitors and shoppers**, focusing on increasing the attractiveness of Portsmouth as a retail and tourist destination, increasing visitor numbers, and increasing levels of retail and tourism spend; whilst ensuring that additional visit / tourist trips to the City are made sustainably. **Local residents (including Portsmouth’s 20,000 students) and commuters** will benefit from increased opportunities for sustainable travel and a greater awareness of travel options (through travel planning, marketing and promotional activity). Travel behaviour change amongst this group is important in terms of tackling air quality and climate change and ensuring congestion and pressure on parking capacity does not impact on the productivity of existing businesses, does not deter new businesses from locating in Central Portsmouth, and does not deter tourists and shoppers from visiting Portsmouth. In addition, residents will ultimately benefit from growth in the retail and tourism economy (including additional jobs), and the complementary role the package will play in attracting new businesses to Portsmouth – *Increasing the attractiveness of Portsmouth as somewhere to live and work will help attract highly skilled employees and high value businesses to Portsmouth, as well as providing employment opportunities for existing residents. Many employers report that high qualified employees do not see Portsmouth as a desirable place to live and work and a location outside Portsmouth helps them attract higher calibre staff.*

Why Portsmouth, why now? – Adding value and providing a long term legacy?

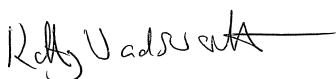
Portsmouth is a great waterfront city. It has an unrivalled maritime heritage, yet has set out on a clear journey to build on its legendary past and be unashamedly a city of the future. There is an ambitious vision for Portsmouth to become a globally competitive knowledge economy, underpinned by an aspiration to attract £1bn investment into the city by 2020.

Having a resilient and effective transport network is a critical element in delivering the vision and unlocking development and regeneration sites, providing essential routes and access to allow opportunities to flourish.

This bid sets out the essential package of measures needed to make a significant contribution to support the regeneration of Portsmouth, a regeneration based on supporting economic growth, innovation and enterprise; and enhancing the competitiveness of the city. It will complement and add value to other initiatives by helping to make Portsmouth a more attractive place to live, work and visit.

Improving our sustainable transport offer will be instrumental in the transformation of Portsmouth, set out in Shaping the Future, by helping us to reduce pressure on the road network, improve connectivity and grow a sustainable, low-carbon economy.

None of our aspirations, in particular for our retail and tourism sectors, can be fully realised without investment in sustainable transport options; it is a critical success factor for us. We also know that many of the outcomes we want to achieve in the city will benefit a much wider area than the city boundary, and will need us to work in partnership across the sub-region. With this in mind, we bring forward this bid for the creation of a Sustainable and Connected Centre. We have worked closely with our colleagues in the Isle of Wight and Transport for South Hampshire to build strong links between bids, and to ensure that they are mutually reinforcing.



Kathy Wadsworth – Strategic Director



Clr Fazackarley - Cabinet Member for Traffic and Transport

Local Sustainable Transport Fund - Application Form

Applicant Information

Local transport authority name(s): Portsmouth City Council

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SECTION A – PROJECT DESCRIPTION AND FUNDING PROFILE

A1. Project name: A Sustainable and Connected Centre – Supporting Portsmouth’s Retail, Tourism and Wider Economy

A2. Headline description:

The package connects and promotes sustainable access to the three retail and tourist centres within south-western Portsmouth. Better connectivity and greater awareness of travel options will increase the attractiveness of Portsmouth as a location for shopping and leisure activities; make Portsmouth a more desirable place to live and work; and support economic regeneration through increased visitor numbers and job creation. More trips (by visitors, residents, commuters, and business travellers) will be undertaken by public transport, walking and cycling, limiting the environmental impact of travel. Less congestion will reduce transport costs for businesses and increase business productivity.

The package will complement and add value to other initiatives to improve connectivity, encourage sustainable travel, and grow the economy by making Portsmouth a more attractive place to live, work and visit. This will support Shaping the Future of Portsmouth – our strategy for economic growth, plans within the adopted Core Strategy for significant retail, housing and office development in Central Portsmouth, and Tipner Park and Ride site (for which Central Government funding has recently been secured).

A3. Geographical area:

This bid focuses on Central Portsmouth, covering the City Centre, Portsmouth Harbour (Gunwharf Quays, the Historic Dockyard, and The Hard public transport interchange), and Southsea (shops and seafront), where the majority of retail and tourist attractions are located (See Figure 1). A more detailed map showing key destinations within Central Portsmouth is provided in **Appendix A** (Figure A.1).

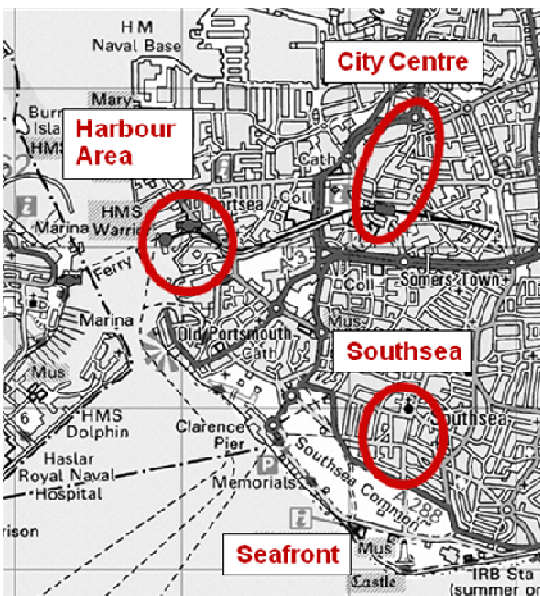


Figure 1 – Package Area: Key destinations in Central Portsmouth and wider context

Portsmouth Harbour area – Gunwharf Quays retail, entertainment and eating waterfront complex; visitor attractions including the Spinnaker Tower, the Historic Dockyard, the new Mary Rose Museum (2012/13); and The Hard public transport interchange (Portsmouth Harbour station, Portsmouth bus station, Gosport and the Isle of Wight ferries). Will be served by Tipner Park & Ride (on the M275) once it opens (funding now secured). Provides a hub for around 7.6 million visitors a year, including around 10-15,000 visitors a day on major event occasions, such as Navy Days and Festival of Christmas.

City Centre – Commercial Road and Cascades Shopping Centre provides a more traditional high-street environment and is home to many of the major multiples; Portsmouth and Southsea Station; will be served by Tipner Park & Ride once it opens.

Southsea – Palmerston Road / Osborne Road retail centre (offers a range of independent shops and boutiques, cafes and bars, as well as a John Lewis store); visitor attractions on the seafront including D-Day Museum, Southsea Castle, Blue Reef Aquarium, Pyramids Leisure Centre, and Clarence Pier; Southsea Hoverport provides frequent Hovercraft services to Ryde on the Isle of Wight.

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A4. Type of bid: Tranche 2 bid

A5. Total package cost (£m): £7.15m

A6. Total DfT funding contribution sought (£m): £5m

A7. Spend profile: in £000s (i.e. £10,000 = 10)

£K	2011-12	2012-13	2013-14	2014-15	Total
Revenue funding sought	n/a	532	529	473	1534
Capital funding sought	n/a	1,335	958	1173	3,466
Local contribution	n/a	646	400	1100	2146
Total	n/a	2513	1887	2746	7146

A8. Local contribution

This bid has been developed in line with the economic growth aspirations of the city, particularly in terms of promoting the retail and tourism economies. As such the City Council is fully supportive of the bid and will provide local contributions from across the Council services. Local contributions will be from a variety of sources. These range from Council funds, developer contributions / CIL, in-kind voluntary contributions, staff time, and local business contributions.

The total amount of public funding being matched to the bid is **£2.03m**.

As described in section A9 partners are fully supportive of the bid and are providing **£0.12m** in match funding. Letters of commitment are provided in Appendix B.

A9. Partnership bodies

Strategic partners; The bid has been presented to the Transport representative of the Solent LEP who is fully supportive. Transport for South Hampshire: TfSH are fully supportive of Portsmouth's bid finding it complementary to their large bid and in line with their vision and long term strategic implementation plan.

Delivery partners: All representative partners particularly transport operators, retail and tourist businesses are keen to support the bid and its delivery through measures such as promotion, information and marketing. Some partners have expressed particular support in helping to deliver specific areas of the bid;

Partnership Body	Evidence of willingness to participate in delivering the bid proposals (extracts from letters of support)
Job Centre Plus	We will continue to work with PCC to identify demands for sector based work academies or pre employment training courses for retail and tourism / hospitality skills and meet the travel costs for jobseekers attending these and other employment and skills related courses. This represents JCP match funding and is allocated on an individual case basis. We will also work with PCC to ensure that job-seekers are informed about the transport opportunities in the area and encourage them to broaden their travel horizons by discussing and agreeing practical travel details to access specific jobs or training opportunities.
Portsmouth International Port	The port is committed to: - Introduce a park and float service between the International Port and Portsmouth Harbour providing a sustainable travel attraction for visitors. - Introduce wayfinding signs at the Port.
South West Trains	Look forward to working with the council on improvements at stations which will complement the proposed improvements to the walking and public transport infrastructure as part of wider station travel and access plans.
University of Portsmouth	Look forward to further detailed discussion with the Portsmouth City Council regarding the implementation of projects that might be delivered within this LSTF bid, for example:- - Development of cycle Hubs in and around the University campus. - Relevant student curricula projects such as city mapping, signage and potential novel technological projects such as 'phone apps' for 'way finding' through the city. - Improved pedestrian and cyclist safety in and around the University campus.
Gunwharf Quays	Particularly keen to work with city council to introduce a park and float service between the International Port and Portsmouth Harbour. Support improvements to routes by supporting better signage and erecting flags. We can also confirm we will financially support this.
Cycle Touring Club (CTC)	CTC is particularly keen to support the bid by working with the City Council to: - Set up University and City Centre Cycle Hub: - Promote cycling in Portsmouth:
Portsmouth Cycle Forum	Portsmouth Cycle Forum is particularly keen to support the bid by working with the City Council to: <input type="checkbox"/> Set up University and City Centre Cycle Hub. <input type="checkbox"/> Continue to promote and run the Community Cycle Centre. <input type="checkbox"/> Promote cycling in Portsmouth. <input type="checkbox"/> Identify infrastructure improvements.
HoverTravel	Keen to work with Portsmouth City Council not only to improve infrastructure and transport links but also to promote the city's tourism and visitor economy. Currently considering proposals to market the Hoverbus service to a wider customer base. We are also looking at the possibility of a commercially viable second service which would serve Southsea shops and potentially Portsmouth International Port. This would involve an initial trial period to gauge customer interest, and whether this is a seasonal market, or whether there would be year round demand.
Stagecoach bus	Look forward to working with the city council to deliver an improved bus service to the residents and visitors taking advantage of the bids measures.

Representative partners: The bid has been developed in partnership with a Wider Stakeholder Group (see Appendix B for a full list of participants), who have been engaged with at key points in the process, via email, telephone conversation, face-to-face meetings, stakeholder workshops (13th Oct, 18th Nov 2011), and discussions at other forums. In addition, PCC has worked closely with the Isle of Wight Council and Transport for South Hampshire, to build on the strong links between the three bids as well as with Southampton City Council and Hampshire County Council on their successful Tranche 1 bids.

As well as the above we will continue to engage in particular with the following groups of partnership bodies in the development and delivery of the package;

Stakeholder type	Stakeholders
Private Sector	Portsmouth Historic Dockyard, Gunwharf Quays, Cascades Shopping Centre, Federation of Small Businesses, Hampshire Chamber of Commerce and the other businesses outlined in Appendix B
Voluntary and community organisations	Southsea Traders Association, Sustrans, Portsmouth Cycle Forum, Portsmouth Cycle Forum, CTC.
Transport operators and providers	South West Trains, Hovertravel, Stagecoach, South Hampshire Bus Operators Association (SHBOA), Network Rail, Wightlink Limited, First Group, Gosport Ferry and Portsmouth International Port
Other	Solent Local Enterprise Partnership, Transport for South Hampshire, Partnership for Urban South Hampshire (PUSH), University of Portsmouth, Job Centre Plus.

SECTION B – THE LOCAL CHALLENGE

B1. The local context

This section summarises the economic, environmental and social and health issues in Portsmouth, and outlines plans for housing and employment growth. A map highlighting transport problems and issues is provided in **Appendix A** (Figure A.2).

B1.1 Our economic challenges

Portsmouth is home to around 3,400 businessesⁱ, and 87,000 workersⁱⁱ. The city's economy has strong roots in tourism, leisure and retail. Tourism in Portsmouth accounts for 7.6 million visitors per year spending £373 million and supporting over 7,000 jobs. A recent study valued seaside tourism in Southsea alone as worth £58 million to the local economy and supporting 2,900 jobsⁱⁱⁱ. It is also home to the Royal Navy (supporting approx. 35,000 jobs and generating £650 million of income - 2007 figures^{iv}), Portsmouth International Port (supporting approx. 1,600 jobs and £71 million of income/yr), and a number of expanding leaders in marine, aerospace, defence and information technology sectors such as Astrium, IBM, Pall Europe and others. The University of Portsmouth in the City Centre attracts 20,000 students from across the UK and abroad. Portsmouth's economy has strong links with its hinterland, particularly Gosport, Fareham and Havant.

Portsmouth's LSTF bid focuses on three main challenges associated with Central Portsmouth's economy:

- Lack of employment and a low skilled workforce;
- A need to reverse the decline in the retail performance of the City Centre, improve the trading environment in Southsea, and increase visitor spend; and
- A need to improve Portsmouth's image and quality of place, and make the city a more attractive location for shopping and leisure activities, and a more desirable place to live and work (including for highly skilled employees and new employers).

These challenges are well recognised at a corporate and sub-regional level and are reflected in key policies and strategies. The Adopted Core Strategy (2012), Shaping the Future of Portsmouth: A strategy for economic growth and prosperity (2010) and the Southsea Seafront Strategy (2010) all focus on growing the retail and/or visitor economy, by improving connectivity, encouraging sustainable travel, and improving the image of Portsmouth (see Section C3).

(i) Lack of employment in Central Portsmouth and a low skilled workforce

Employment within the City has declined in recent years, compared with the rest of the sub-region^v. Skill levels generally are low compared with the rest of the South East^{vi}, resulting in primarily middle and lower order occupations, and lower income and spending power. Most unemployed claimants are seeking low skilled jobs, in the areas of 'sales and customer service' (26%) and 'elementary' occupations (31%)^{vii}.

In recent years, a number of employers of highly qualified staff (e.g. IBM) have chosen to locate along the M27 or elsewhere in the sub-region; favouring locations which are accessible by car and less likely to be affected by congestion. Pall Europe (700 staff), for example, has recently moved its headquarters from Portsmouth Harbour to a location on the M27, to improve productivity and reduce overall operating costs (including journey times). In addition, many employers report that higher qualified employees do not see Portsmouth as a desirable place to live and work and a location outside Portsmouth helps them to attract higher calibre staff.

The city (and the wider sub-region) is heavily dependent on the public sector for employment and will be significantly affected by public sector cuts and the Government's Strategic Defence and Security Review. It is therefore vital that the city rebalances its economy by attracting private sector investment. Not only will this provide more employment opportunities for local people, it will improve the attractiveness of Portsmouth, which is an important step in attracting more highly skilled people to live in the city and attracting new employers.

(ii) Growing Portsmouth's retail and visitor economy

Portsmouth's economy has strong links in tourism, leisure and retail, with Gunwharf Quays, the Spinnaker Tower, the world-renowned Historic Dockyard, and the seafront attracting visitors from across the region and beyond. However, there is considerable scope to grow these parts of the economy, as part of our strategy to increase employment opportunities in the city. Significant retail expansion is planned in the City Centre, but it is essential that connectivity between key retail and visitor destinations is strong, and additional trips generated are undertaken by sustainable means.

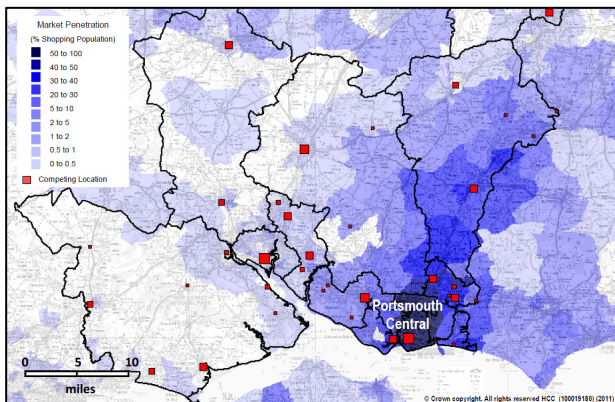
Specific challenges to be addressed are summarised below:

Connecting the retail offer in Portsmouth – Portsmouth's retail and leisure offering is dispersed across three separate and very different centres, which currently complement rather than compete with each other. Distances between the centres are between 1 and 3 kilometres.

In combination, the retail offering across the three centres is sufficient to rival that of other primary retail destinations such as Southampton, Basingstoke, and Guildford; and the City also has the strongest tourism offering in the region. However, lack of knowledge about the geography of Central Portsmouth, and the absence of **visible** public transport, walking and cycling links, means that there is currently limited interaction between the three centres. This significantly diminishes the overall attractiveness of Portsmouth as a retail and leisure destination, limits the numbers visiting the individual centres and the city as a whole, and constrains economic growth.

Decline in performance of the City Centre – Recently, Portsmouth’s retail sector has experienced weak employment growth compared with the rest of the country^{viii}, and the City Centre (Commercial Road and Cascades Shopping Centre) has fallen in the retail rankings. The annual Centre Ranking published by MHE and Javelin confirm that the City Centre’s position fluctuated only marginally between 1999 and 2004, but then slipped 15 places to 88th place by 2006. By 2008 Portsmouth had fallen a further 13 places to 101st – moving outside the UK top 100 for the first time in its history. Figure 2 shows that the catchment area for Portsmouth as a retail destination is constrained to Portsmouth, Waterlooville and Havant (where access is convenient). Gunwharf Quays succeeds in attracting shoppers from further a field (50% of visitors live more than 22 minutes drive time away^{ix}), but shops in the City Centre and Southsea are dependent on a more localised catchment area.

Figure 2 – Market penetration of Portsmouth’s retailing offer^x



Residents from elsewhere in SE Hampshire are drawn to other centres including Southampton and Fareham. This includes residents from Gosport who are just 4 minutes away from Portsmouth Harbour by ferry (operating every 7.5 minutes in peak periods and every 15 minutes at other times). Measures to improve the connectivity between Gunwharf Quays and the City Centre would enhance the attractiveness of Portsmouth as a retailing destination from Gosport, particular once the planned Northern Quarter development is in place (see below), and with trips being undertaken by sustainable modes (ferry + bus, rail, walk or cycle) rather than by car to other retail destinations.

Trading environment in Southsea – Footfall in Southsea has declined since the opening of Gunwharf Quays. The Council is implementing public realm improvements in the Palmerston

Road area of Southsea town centre, but the pedestrian / trading environment remains poor elsewhere (e.g. lack of pavement space, etc.), and is constraining further growth of the retail, restaurant / bar economy (including any potential for a café culture).

Below average visitor spend – The total worth of tourism to Portsmouth’s economy (including multiplier impacts) is approximately £470 million (in 2008)^{xi}. Most people are day visitors, travelling from home (52%) or elsewhere on holiday (27%); and visitors cover a broad range of age groups (21% are aged 65+ years and 21% are under 15 years)^{xii}. Despite being a popular destination, Portsmouth does not fulfil its vast potential for visitors given the breadth and quality of its attractions. Average spend per visit is only £49/person/day, compared with £65/person/day in other comparable cities^{xiii}. This is partly a reflection of the popularity of free activities (such as visiting the beach). However, poor connectivity between the three centres also discourages tourists from making the most of Portsmouth’s tourism offering. The most popular destinations are Southsea Seafront (59%), Gunwharf Quays (58%) and the Historic Dockyard (29%); however, few visitors go to the City Centre and Southsea shops (12%)^{xiv}.

For many, Portsmouth is simply seen as a ‘gateway’ to elsewhere, via ferries to Gosport and Hayling Island, the Isle of Wight, the Continent, and Cruise destinations. 2012 will see the opening of the new Mary Rose Museum in Portsmouth Historic Dockyard as a world-class attraction. An even greater number of international and domestic visitors are expected to visit Henry VIII’s flagship and there is a major opportunity to encourage them to also visit his castle on Southsea seafront or other attractions. The majority of visitors to Portsmouth are day visitors who will then leave the area unless they are encouraged to stay and enjoy other attractions that Portsmouth has to offer.

(iii) Improving Portsmouth’s image and quality of place

Improving Portsmouth’s image and quality of place, and making Portsmouth a more attractive location for shopping and leisure activities, and a more desirable place to live and work (including for high skilled employees/employers) is a crucial part of growing Portsmouth’s economy.

“I think the view of the city lags 10 to 20 years behind what’s actually going on and I will make it part of my role to bring people up to date and let them know about the positive and exciting things happening here.” (Lord Mayor of Portsmouth, 17th May 2011^{xv})

The city does suffer from significant pockets of deprivation which contributes to the city’s physical image. Portsmouth developed a Tackling Poverty Strategy in 2010 to take a more integrated approach to tackling poverty in the city. Improving the image of the city can only benefit those living in poverty, either through job creation (which is a major route out of poverty) or through a heightened sense of pride in the city, leading to raised expectations and aspirations for local communities. Evidence from the recent Passion for Portsmouth Survey (2,500 responses) and other sources suggests that both internal and external perceptions of the City are poor, and there is a lack of information/knowledge about what the City has to offer. However, the City is currently transforming its approach to city branding through the Shaping the Future of Portsmouth: Next Steps agenda. Initiatives include investment to enhance the cultural offer of the city (e.g. the Arches project to create an Arts Quarter next to the Round Tower in Old Portsmouth), the Passion for Portsmouth campaign and website (showcasing the city, providing information, and coordinating other websites), new branding and logo devices, and a new prospectus for the

City. The City is now geared up to compete on the national and international stage: the key challenge is now to deliver an improved visitor experience through improving our quality of place.

B1.2 Our environmental challenges

Air Quality Management Areas (AQMA) – Two of the five remaining AQMAs in Portsmouth are located in the central area: AQMA 7 (St Michael's Gyratory a key junction for all 3 areas) and AQMA 12 (Queen Street – between the city centre and The Hard). Proposals to improve traffic flow in both these locations have been identified within the proposed measures, which will also deliver journey time benefits to bus passengers and an improved walking and cycling environment.

Transport's contribution to climate change – Climate change (and sea level rise) represents a major threat to Portsmouth given its coastal location. Twenty-four percent of City's CO₂ emissions are transport-related; but at 1.4 ktonnes per capita this is significantly lower than corresponding figures for the South East (2.4) and the national average (2.1)^{xvi}. This is due to our high population density, high levels of self-containment and low car ownership. However, significant parts of the city are characterised by increasing, car ownership, and significant improvements to public transport services and promotion of active travel modes are needed to encourage use of more sustainable modes.

A comprehensive climate change risk assessment identified traffic gridlock as a major risk for the city. As the climate changes incidences of extreme weather (flooding, snow, storms, heatwaves etc.) will increase and potentially traffic gridlock will become more common. The rise of car use in the city and the limited routes on and off the island means that in order to ensure Portsmouth is resilient to the changing climate other modes of transport will need to be available, attractive and easy to use.

B1.3 Our social challenges

Health inequalities particularly high levels of obesity – Levels of obesity amongst children are higher than the national and regional average, with 38% of children leaving primary school overweight or obese^{xvii}. Approximately 60% of adults are also overweight or obese^{xviii}. Measures within the city to promote active travel are an important element of tackling obesity levels, and will build on recent initiatives to promote active travel as part of the Healthy Pompey project. Health inequalities are also very apparent in life expectancy rates in the city, for example men in the most deprived ward in the city dying nearly 11 years earlier than men in the least deprived area.^{xix}

Areas of high deprivation – There are pockets of severe deprivation in the City (particularly in parts of Central Portsmouth), linked to a multitude of contributory factors, including high unemployment and lack of skills. Evidence from the 2011 Needs Assessment^{xx} suggests that availability of public transport impacts upon people's ability to find employment, and can also reinforce social exclusion when people are on low incomes. Tackling poverty and deprivation in the city is inextricably linked with regeneration and improving the city's image, and this bid therefore has mutual benefits for residents, visitors and commuters.

B1.4 Unlocking new housing and jobs

The City Centre is identified as one of the strategic areas for housing and employment growth in Portsmouth's Core Strategy (adopted 2012). The Plan proposes a significant extension of the City Centre boundary, and 50,000m² of new retail floorspace, most of which will be taken up by the planned Northern Quarter development. The 2009 Retail Study demonstrated that there was a demand for additional retail floorspace, reflecting an increase in population and the need to improve the City Centre to increase its position in the retail rankings^{xxi}. The proposed development would effectively double the amount of retail floorspace in this locality and achieve a market share uplift of 3.6% for the City Centre, reversing recent under-performance. In addition, the Plan proposes to reverse the recent decline in the City Centre's office market, with an additional 10,500m² of new office floorspace, the redevelopment of The Hard into a vibrant waterfront destination, and the provision of 1,600 new homes (the largest amount of any of the Plan's strategic sites). The need for additional office development is outlined in the Employment and Land Review (January 2010); and in a study commissioned by the Partnership for Urban South Hampshire (Employment sites and premises demand and supply analysis, PUSH Oct 2010). Masterplans have been developed for Portsmouth and Southsea Station (the Station Square and Station Street SPD (2007) and The Hard Interchange SPD (Nov 2010). A Masterplan for part of the City Centre is currently being produced which will set out potential development sites together with proposals for improving the linkages between Commercial Road, the Historic Dockyard and Gunwharf so that people are encouraged to walk between the different areas of the City Centre.

B2. Evidence

Specific transport issues within the geographical area covered by the bid, which are of importance in terms of the above challenges focus on three areas:

- There is an absence of visible public transport, walking and cycling links between the three centres leading to congestion at peak times and pressure on parking capacity;
- There is significant scope for mode shift in the city; and
- There are opportunities to improve the urban realm within Central Portsmouth to provide a more welcoming pedestrian environment and help improve the attractiveness of Portsmouth as a place to visit, shop, live or work.

B2.1 There is an absence of visible public transport, walking and cycling links between the three centres; congestion at peak times and pressure on parking capacity

There is a wide range of evidence which suggests that visitors, residents and commuters have a poor awareness of how to travel between the three centres by sustainable modes, due to a lack of information about services and routes, a lack of on-

street way-finding measures, and a poor understanding of the geography of the city¹. Those signs which do exist are out-of-date and confusing (reflecting the poor score for wayfinding for cyclists – see below, and evidence from the 2010 Visitor Survey^{xxii}). In particular, there is little information available to those alighting at mainline stations (Portsmouth and Southsea, and Portsmouth Harbour), and very few direction signs for those wishing to walk or cycle between the City Centre and Gunwharf Quays (a distance of approx. 1km).

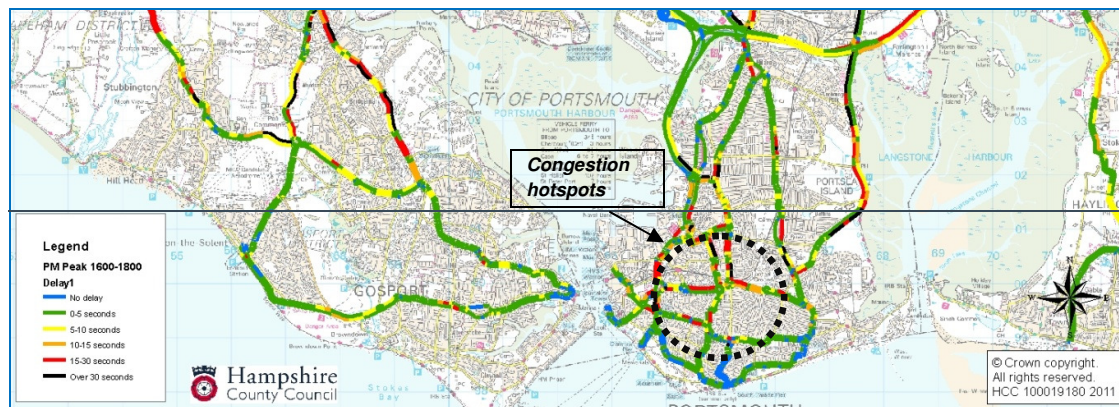
There is also a perception that bus routes are difficult to understand, and do not encourage travel between the three centres. The Hoverbus serves the City Centre, The Hard / Gunwharf Quays and the Southsea Hoverport. Many visitors assume that the service is only for Hoverport users. There are many other services that travel between the three retail centres and tourist attractions but there is no clear branding or information for visitors to recognise which services these are.

Poor connectivity makes it difficult to travel around Portsmouth, discourages visitors and shoppers from making the most of Portsmouth's retail and tourism offering, and encourages a reliance on the car. Sixty-two percent of visitors and tourists in 2010 travelled to Portsmouth by car, van or motorcycle (compared with 12% by ferry; 9% by train; 7% by bus or coach; 5% of foot; and 5% arrived on a coach tour).^{xxiii}

This contributes to congestion and pressure on parking capacity in Central Portsmouth at peak times (AM and PM peak periods, and weekends / weekdays during peak holiday periods)². Many of the current congestion spots in Portsmouth (Figure 3) are situated in the south-west of the island, which affects access to the City Centre, Gunwharf Quays, Southsea and the Seafront attractions, and the International and Isle of Wight Ferry Ports.

Any further increase in traffic levels on the access routes into central Portsmouth, due to growth in residential, employment or tourist related traffic, will impact on the attractiveness of the city as a location for business and will impact on the local economy (due to increased levels of lost time and a consequent reduction in productivity) and the environment^{xxiv}. While some of the linkages within the city can be enhanced, there is also a need to reduce peak time car journeys by offering good quality alternatives in order to reduce pressure on the road network and support a sustainable, low carbon economy^{xxv}.

Figure 3 – TrafficMaster Annual Average Delay (Sep09–Aug10): PM Peak (16:00-19:00), Weekday, TermTime



Source: Strategis (TfSH)

B2.2 There is significant scope for mode shift in the city

Current levels of car use are contributing to air quality problems, climate change, and low levels of physical activity amongst residents (with the worst Air Quality Management Areas being in the most deprived parts of the city). Greater promotion of sustainable travel is needed to ensure that additional visitors to Portsmouth travel by sustainable means. The nature of journeys being undertaken and the geographical characteristics of the area mean that there is significant scope for achieving mode shift within Central Portsmouth:

Significant potential for more active travel – Portsmouth is ideally suited to active travel modes due to its dense urban network and one of the highest housing densities in Europe; flat topography and temperate climate; short commuter distances in comparison with the rest of the South East (62% of commuter journeys are less than 5kms); and an urban environment suited to walking and cycling. The vast majority of residential streets have a 20mph limit, which provides a safer environment for pedestrians and helps address road safety fears amongst potential cyclists.

Opportunities to improve the walking and cycling environment and encourage multi-modal trips (e.g. rail / cycle) – There are off-road cycle links on the east and west sides of the island but the central area is less well catered for. Numerous links are marked as convenient for cyclists but there are gaps in the network, and there is currently a lack of safe, connected routes for cyclists within the central area. The City Centre, Portsmouth Harbour rail station and the Gosport and Isle of Wight ferry ports have some cycle parking facilities but these are limited and these locations are not well integrated into the cycle network. The National Highways and Transport Survey 2011 identified scope for improvement across all aspects of cycling, and relatively high levels of dissatisfaction amongst residents in relation to cycle parking (28% dissatisfied), provision of cycle routes (26% dissatisfied), and cycle route information (25% dissatisfaction).

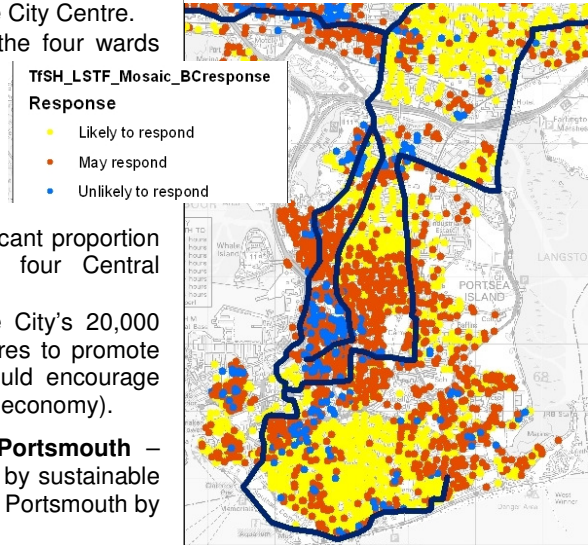
¹ This was identified as the most significant barrier to sustainable access in and around Portsmouth as a workshop with the Wider Stakeholder Group (Oct 2011), and was identified by a number of other stakeholders. The need for better wayfinding signs has been a common message in consultation undertaken for The Hard and Guildhall Masterplans.

² For example, Gunwharf Quay's 1,500 space car-park is at capacity on Saturdays, Sundays and during holiday periods.

A high reliance on the car for short trips within Central Portsmouth, for journeys to work and retail / leisure trips - Evidence from the Western Corridor Transport Model, and other sources, shows significant potential for mode shift away from the car in Central Portsmouth, based on the number of short car trips undertaken (<3kms):

- Sixteen percent of all car trips (9,400 in total) starting and finishing in Portsmouth are 'short trips' of less than 3kms in length, and 41% of these trips (3,800 in total) start or finish in the four wards covering Central Portsmouth. The majority of these trips gravitate towards the City Centre.
- Approximately 2,800 car trips are made each day within the four wards covering Central Portsmouth (and represent a key target market for our proposed package). The majority of these trips (85 %+) are for commuting, education, shopping, leisure, and other purposes; only a small proportion relate to business travel.
- Journey to work data from 2001 shows that, despite the often short distances involved, car trips account for a significant proportion (37-51%) of journey-to-work trips originating from the four Central Portsmouth wards.
- Discussions with the University suggest that many of the City's 20,000 students use a car for short trips around the City. Measures to promote cycling would encourage more sustainable travel and would encourage students to explore the City more (and contribute to the local economy).

Figure 4 -Evidence that residents in Southsea have a high propensity for mode shift to sustainable travel modes



Source: TfSH (2011) © Crown Copyright and/or database right. All rights reserved. License number HCC 100019180

Good sustainable travel options on strategic links into Portsmouth – Visitors and tourists will be more likely to travel into Portsmouth by sustainable modes, if they know that they can then travel around easily within Portsmouth by sustainable means.

Access into Portsmouth is perceived by many to be good³, due to the presence of effective strategic links by road (M275), rail (mainline trains stops at Portsmouth and Southsea, Portsmouth Harbour and Fratton Stations) and ferry (providing links to Gosport and the Isle of Wight). There are also good cycle and walking links into the city, and access by bus is being addressed through Transport for South Hampshire's LSTF bid⁴, the implementation of a Bus Rapid Transit (BRT) link between Fareham and Gosport (in progress), and a study considering the feasibility of developing a comprehensive BRT network for the wider South East Hampshire area. In addition, addition PCC has now secured funding from Central Government to build a new junction off the M275 motorway at Tipner, along with a park-and-ride site, which will provide car drivers with a fast and convenient means of accessing the City Centre and Portsmouth Harbour area. Our bid therefore includes measures to improve connectivity to/from Portsmouth & Southsea Station, The Hard area (comprising Portsmouth Harbour station, Portsmouth bus station, Gosport and the Isle of Wight ferries), and the Hoverport (to the Isle of Wight).

Analysis of Census-based MOSAIC data for the TfSH bid (Figure 4) shows that residents most likely to change mode are clustered in Southsea within the bid area. Many of the trips made by these people will be to destinations in Central Portsmouth.

B2.3 There are opportunities to improve the public realm

There are significant opportunities to improve the public realm at Portsmouth & Southsea and Portsmouth Harbour rail stations, on routes connecting the three centres, and within Southsea, to encourage walking and cycling, and help improve the attractiveness of Portsmouth as somewhere to visit, shop, live or work.

Both stations are in need of redevelopment to reflect their role as key gateways into Portsmouth. Masterplans have been prepared for both areas, and several development proposals have emerged. Portsmouth & Southsea Station will be redeveloped as part of the wider transformation of the City Centre alongside the Northern Quarter and City Centre Improvements projects; while Portsmouth Harbour Station will be developed as part of proposals to develop a vibrant waterfront destination. However, some improvements are needed in the short term to help realise the benefits of other measures proposed here and as part of the wider TfSH LSTF bid.

Queen Street is being promoted as the main walking route between the City Centre and Gunwharf Quays, but does not currently provide an attractive or welcoming gateway to these key visitor destinations, and does not fit with the high quality retail and leisure offering which Gunwharf Quays is seeking to provide. As an area of high deprivation, improving the image of this area will benefit local residents and visitors alike, heightening the sense of pride in the city.

Many visitors to the seafront are unaware of the nearby shops and restaurants in Southsea, just 500 metres away. Better wayfinding measures and an improved gateway from the seafront are needed to increase awareness and encourage visitors to explore.

³ Wider Stakeholder Group Workshop (Oct 2011), and other stakeholder interviews.

⁴ The LSTF large package proposed by Transport for South Hampshire (TfSH) comprises three inter-locking elements along nine corridors: low cost physical improvements to ensure that public transport provides an attractive alternative to the private car; integration of public transport through a smartcard ticketing system; and a highly targeted marketing approach to achieve behavioural change.

B3. Objectives

The proposed package will support the delivery of the seven key outcomes identified in the Joint LTP3 Strategy for South Hampshire:

LTP3 Outcome	Package contribution
Reduced dependence on the private car through an increased number of people choosing public transport and the 'active travel' modes of walking and cycling	The package seeks to encourage mode shift, from car, for trips in Central Portsmouth (by residents, visitors, commuters, and businesses) (Objective 2), by creating stronger and more visible links between the three centres by public transport, walking and cycling; increasing awareness of sustainable options within Central Portsmouth; and seeking to influence travel behaviour through travel planning activity. Visitors and tourists will be more likely to travel into Portsmouth by sustainable modes if they know that they can then travel around easily within Portsmouth by sustainable means.
Improved awareness of the different travel options available to people for their journeys, enabling informed choices about whether people travel, and how	Element 2 of the package (section C1) focuses on travel planning activity, while Element 3 focuses on marketing, information and branding activities, comprising a social marketing and travel awareness campaign, better provision of information, and common branding.
Improved journey time reliability for all modes	The package will encourage greater use of alternative modes (and less reliance on the car) for trips in Central Portsmouth, where many of the congestion bottlenecks are located. Specific traffic management proposals for key junctions between the City Centre and The Hard will make best use of the network and improve journey time reliability for all.
Improved road safety within the sub-region	The package includes new infrastructure to create safe, connected routes for pedestrians and cyclists within Central Portsmouth. Road safety will be a key consideration in the design and implementation of all measures.
Improved accessibility within and beyond the sub-region	Measures to improve connectivity within Central Portsmouth and make it easier for visitors, tourists, commuters and residents to travel around by sustainable modes form the basis of the package.
Improved air quality and environment, and reduced greenhouse gas emissions	Specific measures have been included to reduce / improve traffic flow and to address poor air quality within the two AQMAs in Central Portsmouth. The measures will encourage visitors and tourists (as well as residents and commuters) to travel to and around Portsmouth by sustainable modes, reducing CO2 emissions.
Promoting a higher quality of life	The package contributes to wider initiatives, policies and strategies being pursued to make Portsmouth a more desirable place to live and work, and a more attractive destination for shopping and leisure activities; and to grow the retail and tourism economies, creating new jobs which are compatible with the skill levels within the workforce. Measures to encourage active travel will help tackle health and poverty inequalities in the city, including the high level of obesity amongst adults and children within Portsmouth. Improved connectivity will improve access to opportunities within Central Portsmouth for all.

SECTION C – PACKAGE DESCRIPTION

C1. Package description

PCC is seeking £5 million from the Government (supported by local contributions and matched funding equating to £7.15 million) for the following package of complementary measures:






- **Element 1: Improving connectivity in Central Portsmouth for walking, cycling and public transport** – A package of infrastructure and service improvements comprising wayfinding measures; cycle parking and infrastructure enhancements to address gaps in the cycle network; a centrally located cycle hub providing a highly visible focal point for cycling-related activity; public realm improvements around public transport interchanges, on the approaches to the three centres and within Southsea; traffic management measures to improve bus journey times and reliability, and new bus and water-based services.
- **Element 2: Influencing behaviour (travel planning activity)** – On-street travel advisors, personalised journey planning for local residents with a high propensity to change modes, and workplace travel planning activity with employers in the City Centre (e.g. Cascades Shopping Centre), Gunwharf Quays, Southsea traders, and the University.
- **Element 3: Marketing, information and branding activities** (designed to reinforce Elements 1 and 2) – Social marketing and travel awareness campaign, better provision of information, and common branding.





The bid has been developed in partnership with local stakeholders, and includes contributions from South West Trains, Gunwharf Quays, and Portsmouth International Port.






The package is focused around the following objectives, which reflect the key transport issues within Central Portsmouth, and form the basis for the measures proposed. The need to deliver economic growth and tackle climate change is at the heart of the objectives:



- **Objective 1:** Improve connectivity between the City Centre, Portsmouth Harbour (Gunwharf Quays / Historic Dockyard) and Southsea, by sustainable modes.
- **Objective 2:** Encourage mode shift from car for trips in Central Portsmouth (by residents, visitors, commuters, and businesses), and reduce congestion to improve ease of movement in the City Centre.
- **Objective 3:** Make Portsmouth a more desirable place to live and work; and a more attractive location for shopping and leisure activities.

Element 1 – Improving connectivity in Central Portsmouth for walking, cycling and public transport




 (Bus),  (Walking),  (Cycling),  (Train),  (Ferry) = Modes promoted by each measure.

Component	What it includes, and where?	Who will benefit?	Why is this the right approach for Portsmouth?
Wayfinding measures 	<p>New signage, waymarkers, on-street maps (approx 58 totem poles across the three centres, with walk time information), common branding, removal of unnecessary street clutter.</p> <p>Will link the three centres, the two rail stations and the Port.</p>	<ul style="list-style-type: none"> ✓ Visitors ✓ Residents ✓ Students ✓ Commuters ✓ Business travellers 	<ul style="list-style-type: none"> • Currently an absence of visible public transport, walking and cycling links between the three centres; poor understanding of the geography of the City deters walking and cycling and trip making in general. • Evidence from the Legible London scheme that wayfinding improvements encourage people to walk more often, walk further, explore more and walk rather than use other means of transport^{xxvi}.
Safe cycling and walking routes 	<p>Package of infrastructure enhancements to address gaps in the existing network, and provide safe, connected routes to and between the three centres and Portsmouth International Port and Tipner park and ride to increase opportunities for sustainable travel in the city.</p> <p>Comprises improved pedestrian crossings, wider pavements, improved on / off-road cycle routes linking 3 centres.</p>	<ul style="list-style-type: none"> ✓ Visitors ✓ Residents ✓ Students ✓ Commuters ✓ Business travellers 	<ul style="list-style-type: none"> • Evidence of the need for improvement across all aspects of cycling provision in Portsmouth (based on the National Highways and Transport Survey 2011). • Proposed measures were identified during a review of cycle route provision in Central Portsmouth. • Portsmouth's geography makes it ideally suited to active travel modes.
Cycle parking 	<p>Improved and additional cycle parking infrastructure at locations identified across the three centres including retail locations, transport interchanges and employment sites.</p> <p>The proposals include a secure compound at Portsmouth and Southsea train station, shelters and additional parking at retail locations and transport interchanges and parking for staff and visitors at businesses.</p>	<ul style="list-style-type: none"> ✓ Visitors ✓ Residents ✓ Students ✓ Commuters ✓ Business travellers 	<ul style="list-style-type: none"> • To address current limited availability of cycle parking (especially secure parking) in Central Portsmouth; and evidence of the need for improvement across all aspects of cycling provision (based on the National Highways and Transport Survey 2011). • Provision of secure parking for major employers will be linked to wider workplace travel planning activity. • Note, improved cycle parking at Fratton Station, serving parts of Southsea, is included as part of the TfSH LSTF bid.
Cycle hubs/Cycle friendly cafe 	<p>Cycle hubs are proposed at Portsmouth and Southsea station and the University, with a potential satellite site at the Tipner park and ride site.</p> <p>Providing highly visible focal points for cycling-related activity which will offer information, repair services, secure cycle parking, lockers, maintenance facilities, advice and classes, cycle training, bike buddies, safety and route /information. A small scale cycle hire facility will enable commuters and visitors to hire a bike for travel around the City.</p> <p>At least one of these hubs will be set up as a Social Enterprise with support of Portsmouth Cycle Forum and will link into existing bike recycling projects.</p>	<ul style="list-style-type: none"> ✓ Visitors ✓ Residents ✓ Students ✓ Commuters ✓ Business travellers 	<ul style="list-style-type: none"> • Will make the most of the strong potential for cycling in Portsmouth, and build on proposals in the TfSH LSTF bid to promote rail-cycle interchange (e.g. a Rail Station Travel Plan and the installation of cycle runners on rail bridges at Portsmouth & Southsea Station). • Cycle hubs have proved successful elsewhere, including at stations (e.g. Leeds Cyclepoint, Leicester Town Hall Bike Park, York)^{xxvii}. • Currently over 20,000 students in Portsmouth. Many use a car for short trips around the City. • Will support measures already introduced by the University to encourage staff and students to travel sustainably (charges for on-site parking, and incentives to travel by sustainable mode). • Promoting cycling will encourage students to explore the City further and contribute to the local economy.
Brompton bike hire at Portsmouth Harbour Station	<p>A 20 bike self service dock for hire of Brompton foldable bikes. Located ideally at Portsmouth Harbour the scheme will attract commuters at this transport interchange as well as visitors to the Historic Dockyard/ Gunwharf Quays and from Gosport and the Isle of Wight who want to travel onto other attractions in the city.</p>	<ul style="list-style-type: none"> ✓ Visitors ✓ Residents ✓ Commuters ✓ Business 	<ul style="list-style-type: none"> • Brompton bike hire schemes at Waterloo and Guildford Stations have proved popular with commuters^{xxviii}. Docks generate a profit when utilisation is over 60%, and Waterloo manned scheme currently runs at circa 75%. • The Isle of Wight is also trialling a Brompton hire schemes for tourists and visitors,




	<p>The service will have varied hire options/rates differing for commuters and visitors and will link into the existing Brompton South West Trains network at Guildford, Southampton and proposed network on the Isle of Wight.</p>	<p>travellers</p>	<p>providing an opportunity for joint procurement and integration.</p>
<p>Improvements to Millennium Walk</p> 	<p>Improvements to the existing route and an extension along seafront to link Mary Rose Museum and Southsea Castle; interpretation panels and / or phone app.</p>	<ul style="list-style-type: none"> ✓ Visitors ✓ Residents 	<ul style="list-style-type: none"> • To ensure better use of existing infrastructure, and maximise the economic benefits associated with the opening of the Mary Rose Museum next year, by linking Southsea Castle and the Museum (Henry VIII was at Southsea Castle when the Mary Rose sank). • Improved connectivity and encouraging trips between destinations
<p>Station improvements</p> 	<p>Improvements to Portsmouth & Southsea Station and Portsmouth Harbour station will be made to improve the customer experience and navigation to, from and around the stations.</p> <p>These plans will be consistent with and complementary to Portsmouth City Council's Station Square Masterplan and The Hard SPD.</p> <p>The improvements at Portsmouth Harbour Station will include a canopy between the train station and the Gosport Ferry terminal.</p>	<ul style="list-style-type: none"> ✓ Visitors ✓ Residents ✓ Students ✓ Commuters ✓ Business travellers 	<ul style="list-style-type: none"> • Both areas have been identified by the City Council as in need of redevelopment to reflect their role as key gateways into Portsmouth. Plans have been prepared for both areas, and several development proposals have emerged. Portsmouth & Southsea Station will be redeveloped as part of the wider transformation of city centre alongside the Northern Quarter and City Centre Improvements projects; while Portsmouth Harbour Station will be developed as part of proposals to develop a vibrant waterfront destination. However, some improvements are needed in the short term to help realise the benefits of other measures proposed here and as part of the wider TfSH LSTF bid.
<p>Improved routes between City Centre and The Hard</p> 	<p>A range of measures to improve bus, cycle and pedestrian access between City Centre and The Hard / Gunwharf Quays. Subject to detail design, but potentially involving:</p> <ul style="list-style-type: none"> • Low cost public realm improvements on Queen Street and Park Street, to inform people that they are approaching an area of retail and leisure attractions, e.g. hanging baskets, flag-poles, planters, etc. 	<ul style="list-style-type: none"> ✓ Visitors ✓ Residents ✓ Students ✓ Commuters ✓ Business travellers 	<ul style="list-style-type: none"> • Queen Street is being promoted by PCC as the main walking route between the City Centre and Gunwharf Quays. • Overwhelmingly, studies show that pavement widening and improved public realm/shared space etc, increases walking and cycling. • Identified as a priority in the Portsmouth South West Area Study, and feeds into the Hard SBD and the City Centre Masterplan.
<p>Southsea Town Centre improvements</p>	<p>Improvements on Osborne Road, and at the junction of Clarendon Road / Osborne Road / Palmerston Road, to improve the pedestrian and trading environment providing higher priority to walking, cycling and public transport.</p> <p>This extends the current shared space, scheme in Palmerston Road encouraging more visitors to the area and prolonging the duration of their visit, for example encouraging those who have come to the area for the retail experience to stay and visit a restaurant.</p>	<ul style="list-style-type: none"> ✓ Visitors ✓ Residents ✓ Students 	<ul style="list-style-type: none"> • Footfall and the vitality of centre have declined since the opening of Gunwharf Quays. Pedestrian and trading environment is poor. • Many visitors to the seafront are unaware of the nearby shops and restaurants in Southsea, just 500 metres away. • Will allow the completion of a comprehensive package of improvements in Southsea, covering the principal retailing area. • Existing evidence and various case studies (e.g. EMDA, 2007^{xxix}; CABE, 2007^{xxx}) suggest that local transport measures combined with public realm improvements generate 'economic benefit streams' through a number of mechanisms (attracting investment, increasing land and property values, attracting visitors and tourists, improving productivity, and enhancing image.
<p>Junction Improvements</p> 	<p>Traffic management measures and changes to key junctions in central Portsmouth used to access the three centres. Giving pedestrians, cyclists and buses higher priority and to address the environmental issues associated with the AQMA areas.</p>	<ul style="list-style-type: none"> ✓ Visitors ✓ Residents ✓ Students ✓ Commuters ✓ Business travellers 	<ul style="list-style-type: none"> • Existing road layouts are not as efficient as they could be and results in traffic delays. Road layout can also acts as a barrier to a very high volume of pedestrians. • Identified as a priority in Air Quality Action Plan (2010) (AQMA7) and Portsmouth South West Area Study. • Need for improved traffic management.

Re-branding of bus services 	<p>There are many existing regular bus services between the city centre, The Hard and Southsea. We will work with bus operators to look at the branding of these routes to ensure that the customer experience in travelling between the centres is as easy and seamless as possible avoiding confusion and encouraging public transport as a viable option.</p>	<ul style="list-style-type: none"> ✓ Visitors ✓ Residents ✓ Students ✓ Commuters ✓ Business travellers 	<ul style="list-style-type: none"> • There is a perception that bus routes are difficult to understand, and do not encourage travel between the three centres. For example the existing Hoverbus service serves the City Centre, The Hard / Gunwharf Quay, and Southsea Hoverport. Many visitors assume that the service is only for Hoverport users.
Park and sail to Gunwharf Quays 	<p>Passengers would park at the Portsmouth International Port and travel by boat to Gunwharf Quays. Improvements to at the pontoon at the Port are required.</p>	<ul style="list-style-type: none"> ✓ Visitors 	<ul style="list-style-type: none"> • Identified as a high priority by Stakeholder Group. Reflects Portsmouth's maritime focus, and provides an attraction for visitors. • A similar service used to exist, and both Gunwharf Quays and Portsmouth International Port are keen to re-launch this initiative.

Element 2 – Influencing behaviour (travel planning activity)

Component	What it includes, and where?	Who will benefit?	Why is this the right approach for Portsmouth?
On-street travel advisors 	<p>On-street travel advisors (i.e. people), on-street at key destinations in Central Portsmouth, e.g. in retail centres, at key attractions, in car-parks, at rail stations, on the seafront, etc. Will actively approach visitors and inform them about the sustainable travel options within Central Portsmouth and how to reach different destinations, answer questions, and encourage them to try a more sustainable option for their next trip to Portsmouth.</p>	<ul style="list-style-type: none"> ✓ Visitors 	<ul style="list-style-type: none"> • Traditional travel planning activity targets residents and commuters, but missed visitors. • Will raise awareness of sustainable travel opportunities and encourage people to travel around more. • A similar approach has been used in Glasgow, in order to promote the city and the opportunities available.
Personal journey planning 	<p>A programme of Personal Journey Planning to provide residents with information and advice on the range of sustainable travel options available to them, and encourage use of more sustainable modes for short trips to/within Central Portsmouth. Targeted at households in Southsea (5,800) which have been identified as being most likely to respond positively to behavioural change measures.</p> <p><i>Note – The Large TfSH bid looks to focus on the high propensity to change areas of Drayton and Farlington as not to duplicate.</i></p>	<ul style="list-style-type: none"> ✓ Residents ✓ Students 	<ul style="list-style-type: none"> • Personal Journey Planning is most effective when combined with the introduction of new infrastructure. • Has proved a successful approach in the Sustainable Travel Towns (typical outcome is a 10% reduction in 'car as driver' trips and 2-% increase in trips by sustainable modes. We will draw on the advice of the Sustainable Travel Towns in delivering this element of the package. • Travel behaviour change amongst local residents is important in terms of tackling air quality and climate change, and ensuring congestion and pressure on parking capacity does not impact on the productivity of existing businesses, does not deter new businesses from locating in Central Portsmouth, and does not deter tourists and shoppers from visiting Portsmouth.
Workplace travel planning 	<p>Travel planning activity with key employers in the three centres (Cascades Centre, Gunwharf Quays, and Southsea Traders) and the University, to encourage commuters to travel sustainably. Linked to provision of additional cycle parking at employment sites, and the Cycle Hubs (see above).</p>	<ul style="list-style-type: none"> ✓ Commuters ✓ Business travellers 	<ul style="list-style-type: none"> • A large proportion of commuter journeys (62%) in Portsmouth are less than 5km. Journey to work data from 2001 shows that, despite the often short distances involved, car trips account for a significant proportion (37-51%) of journey-to-work trips originating from the four Central Portsmouth wards. • A high proportion of retail workers are believed to live locally, but many will drive to work.

Element 3 – Marketing, information and branding activities

Component	What it includes, and where?	Who will benefit?	Why is this the right approach for Portsmouth?
Social marketing and travel awareness campaign 	<p>Direct mailing; media campaigns to change behaviour combined with local offers; and special events, targeted visitors and tourists, and also residents (including those living in Gosport).</p> <p>Public transport operators, Tourist Information, the Hoteliers Association, retail centres, and individual tourist attractions will play an important role in making visitors aware of sustainable travel opportunities within Portsmouth, via their websites and other avenues.</p>	<ul style="list-style-type: none"> ✓ Visitors ✓ Residents ✓ Students ✓ Commuters ✓ Business travellers 	<ul style="list-style-type: none"> • These techniques have been used successfully in many other UK-based integrated behaviour change programmes, including in Darlington, Worcestershire, Peterborough and Sutton. • Will build on events and activities already undertaken within Portsmouth, such as The Big Green Commuter Challenge, • Census-based MOSAIC data will be used to focus attention on residents whose characteristics suggest that they are most likely to change their travel behaviour. A key target audience will be residents from Gosport, who are just 4 minutes away from Portsmouth by ferry, but are currently unlikely to shop in Portsmouth (see Figure 2).
Better provision of information 	<p>Dedicated website providing travel advice and information (developed as part of the TfSH bid, but with additional information on travel in Portsmouth), hosted on PCC website but with links from other visitor orientated sites (e.g. www.visitportsmouth.co.uk).</p> <p>A walking and cycling wayfinding smart phone app.</p>	<ul style="list-style-type: none"> ✓ Visitors ✓ Residents ✓ Students ✓ Commuters ✓ Business travellers 	<ul style="list-style-type: none"> • These techniques have been used successfully in many other UK-based integrated behaviour change programmes, including in Darlington, Worcestershire, Peterborough and Sutton. • The www.visitportsmouth.co.uk website reaches a wide audience, and provides a means of directing visitors to a dedicated website providing travel advice and information. The Portsmouth Visitor Information Service Survey (2011) found that 79% of visitors have access to the internet and of those with access 59% had visited the website (based on a survey at Travel Information Centres)^{xxxii}. • The website will be used to host an Annual Travel Survey which will provide information which can be used to refine our marketing approach on an on-going basis.
Common branding 	<p>A common branding approach, reflecting the wider approach across South Hampshire and consistent with Shaping the Future of Portsmouth branding strategy.</p>	<ul style="list-style-type: none"> ✓ Visitors ✓ Residents ✓ Students ✓ Commuters ✓ Business travellers 	<ul style="list-style-type: none"> • This approach has been used successfully in many other UK-based integrated behaviour change programmes, including in Darlington, Worcestershire, Peterborough and Sutton.

C2. Package costs – funding required from

Element 1	£k	2012-13	2013-14	2014-15	Total
Improving connectivity	Revenue	137	124	124	385
	Capital	1,335	958	1173	3,466

Element 2	£k	2012-13	2013-14	2014-15	Total
Influencing behaviour	Revenue	199	219	164	582
	Capital	0.00	0.00	0.00	0

Element 3	£k	2012-13	2013-14	2014-15	Total
Marketing, information and branding	Revenue	187	177	176	540
	Capital	0.00	0.00	0.00	0

Element 4	£k	2012-13	2013-14	2014-15	Total
Evaluation and monitoring	Revenue	9	9	9	27
	Capital	0.00	0.00	0.00	0

C3. Rationale and strategic fit

Portsmouth is a thriving south coast city with considerable assets and a clear vision and aspiration for future development of the city. Over the past decade, a number of key projects have kick-started the regeneration of the city, including:

- Gunwharf Quays – the success of this complex, crowned by the iconic Spinnaker Tower, re-energised the city to start thinking like a premier waterfront city;
- The Mountbatten Leisure Centre – Now the city's premier sports facility, with a reputation for hosting a wide variety of national and international sporting events;
- Higher and further educational institutions in the city are thriving – The University of Portsmouth has gone from strength to strength and now has over 20,000 students. Investment in the University's estate, including the prize-winning new library extension, has also contributed to the transformation of the city.

With the successful bids for the Tipner Interchange and P&R site, off the M275, and necessary safety improvements to the Northern Road Bridge, significant strides have been taken. However, it is necessary to undertake local transport improvements to link all of these large regeneration projects together and fulfil our vision *"to make Portsmouth the premier waterfront city, with an unrivalled maritime heritage – a great place to live work and visit"*.

Having a resilient and effective local transport network is an essential element in delivering the vision. As such, transport is considered key to unlocking development and regeneration, providing essential routes and a way into opportunities. Key transport links and services which are accessible, sustainable and efficient are a must. Transport options provided as part of the regeneration of Portsmouth will ensure the easy and safe movement of people as well as goods around the city. The proposed measures will help us to reduce pressure on the road network, improve connectivity, and grow a low-carbon economy.

Our proposed package will be instrumental in achieving the transformation for Portsmouth outlined in Shaping the Future of Portsmouth – our strategy for economic growth; supporting plans within the adopted Core Strategy for significant retail, housing and office development in Central Portsmouth; and helping to achieve the connectivity objectives within Southsea Seafront Strategy. It will also play a vital role in maximising the sustainable travel opportunities provided by strategic rail, ferry and bus links into the City, and support the delivery of wider objectives for transport within our Local Transport Plan. It will also complement the work of the city's Tackling Poverty Strategy.

We have worked closely with our colleagues in the Isle of Wight Council and Transport for South Hampshire, to build on the strong links between the three bids, and ensure that they are mutually reinforcing the outcomes from each of the bids.

The package has a very strong strategic fit with the Council's wider policies and ambitions for Portsmouth; all focus on **growing the retail and/or visitor economy**, (and increasing employment opportunities) by **improving connectivity**, encouraging **sustainable travel**, and **improving the image of Portsmouth**.

Shaping the future of Portsmouth: A strategy for economic growth and prosperity (2010) – Sets out a strategy for ensuring that there are good quality jobs in the City, which local people have the skills and opportunities to take-up. Includes specific objectives to:

- Develop the visitor economy.
- Strengthen the retail offer for residents and visitors.
- Improve the image of the city and promote the opportunities and potential it offers.

The Portsmouth Plan: Portsmouth Core Strategy (2012) – Sets out the following vision for the city: *"to make Portsmouth the premier waterfront city, with an unrivalled maritime heritage – a great place to live work and visit"*. By 2026, the city hopes to achieve its vision and will have implemented the following:

- utilising the waterfront as a premier feature to help regenerate the city and promote tourism, and to encourage its enjoyment via more sustainable travel methods, while discouraging car use;

- developing a transport system which provides connectivity within the city and to nearby settlements; encouraging walking and cycling, and discouraging car use, thereby reducing congestion and improving air quality.

Southsea Seafront Strategy (2010) – Sets out the following vision for regenerating the seafront area, *“Portsmouth and Southsea become a European city break destination with world-class attractions”*. A key priority is to *“Improve the connectivity between the historic dockyard and Southsea Castle and between the castle (and seafront) and Southsea shopping centre”*.

Guildhall Masterplan (2012) – Currently being prepared for the Guildhall Area of Portsmouth City Centre. Identifies opportunities for improved transport and access, and assesses links and improved pedestrian movement.

The Hard Supplementary Planning Document (2010) – Outlines objectives for regenerating The Hard, a key public transport interchange bounded by the popular attractions of the Historic Dockyard and Gunwharf Quays. In recent years, the area has suffered considerable decline as it struggles to establish a contemporary role within the context of wider city development. Specific objectives include:

- strengthening the role of the area as a welcoming gateway into the city including a high quality transport interchange with good passenger facilities; and
- enhancing public spaces, creating more legible and accessible routes between the railway station, Historic Dockyard and Gunwharf Quays, and to other parts of the city

The Station Square and Station Supplementary Planning Document (2007) – Outlines an objective to:

- enhance the public realm to create a safe, high quality, welcoming and distinctive gateway to the city that is accessible for all users and is easy to get around by identifying straightforward and legible linkages from the station (rail), Victoria Park, Commercial Road, Guildhall Square and the rest of the city.

Healthy Weight Strategy for Portsmouth City 2008-2011 – Includes an aim to *“make the healthy choices easier, especially with physical exercise and diet”*. A key element of this is active travel and promoting the physical travel measures of walking and cycling for short journeys (under five miles).

Tackling Poverty Strategy – Includes actions to achieve greater employability for Portsmouth residents (including affordable access to the workplace); reduce health inequalities (including obesity via take-up of school meals); and raise expectations among residents (which will help to break the cycle of deprivation and improve the sense of place in Portsmouth, making it a more attractive city to businesses and workers).

Multi – agency climate change strategy (2010) – key objectives on reducing the carbon footprint of the city, ensuring the city is adapted to the changing climate and raising community involvement on climate change issues.^{xxxii}

Three Year Strategic Action Plan for Increasing Visitor Numbers to Portsmouth (2007)^{xxxiii} – Includes the following recommendations (still valid) for improving the visitor experience:

- Apply ‘legible city’ principles (Action 2.4)
- Take visitors’ specific transport and parking needs into account - and develop visitor-friendly alternatives to cars for travel around the city once here (Action 2.6)
- Work with rail operators to promote visits by train (Action 2.8).

Solent Local Enterprise Partnership – The Solent LEP has identified eight key areas of work to take forward in the first 18 months, including: *“strengthen the visitor economy reflecting the increasing importance of the sector to the Solent economy, capitalising on our reputation as an international gateway for business visitors and tourists as well as our natural assets, accommodation, heritage and retail experience.”*

PUSH Economic Development Strategy (Adopted Nov 2010) – Includes the following aim: *“To create 59,000 new jobs especially in business services, logistics and distribution, retail and tourism.”*

C4. Community support

The package has been developed through engagement with a Wider Stakeholder Group. In particular, two workshops were held in Autumn 2011: the first to seek views on current problems, solutions and implications for economic growth in Portsmouth; and the second to prioritise measures for inclusion in the package. The top five priorities to emerge were wayfinding measures, cycle hire / cycle hub, walking and cycling infrastructure, park and sail, and public transport improvements.

Letters of support from the following community stakeholders are provided in Appendix B: Solent Local Enterprise Partnership, Transport for South Hampshire, Isle of Wight Council, Hampshire Chamber of Commerce, University of Portsmouth, Portsmouth International Port, Cascades Shopping Centre, Gunwharf Quays, Southsea Traders Association, Portsmouth Historic Dockyard, Portsmouth Cycling Forum, CTC, Sustrans, Hampshire Chamber of Commerce, South West Trains, Job Centre Plus, and Hover Travel, Stagecoach bus.

“We are very excited by the opportunity that the bid presents; Portsmouth is a city that connectivity could be achieved quite easily and effectively because it is small and flat! Effectively connected by bus, bike, boat or otherwise the 3 retail centres offer an exciting retail experience at a time when retail is struggling to find its identity. Being in the unique position of offering a strong City Centre, an outlet shopping offer and a niche specialist shopping area, it makes sense to effectively join them up in a way that is fun and easy for the shopper and consumer, thereby making the experience memorable but also ensuring the vitality and viability of the centres and securing not only existing jobs but also hopefully future jobs.”

(Southsea Traders Association – see letter of support)

We will continue to work with the Wider Stakeholder Group in the detailed design and delivery the bid.

SECTION D – VALUE FOR MONEY

D1. Outcomes and value for money

D1.1 Outcomes

Figure A.3 (**Appendix A**) shows how the package will deliver a range of outcomes, relating to economic, environmental, social, health and accessibility benefits, by breaking down the steps in the process. A summary is also provided below:

Supporting the local economy and facilitating economic development – Improving connectivity to and between retail and tourist locations within the City will increase the attractiveness of Portsmouth as a retail and tourist destination; encourage visitors to travel around more and make the most of Portsmouth’s retail and tourist offering; and help Portsmouth compete with other primary retail destinations in the region. This will create new jobs in these sectors of the economy, will make Portsmouth a more desirable place to live and work, and a more desirable place for all types of employers to locate. The jobs created will be focused on middle and lower order occupations, and will match the characteristics of the labour force in adjacent areas of high unemployment. (This will meet the short term objective of moving people into employment, although raising educational attainment and workforce skills are longer term objectives, such that residents have the necessary qualifications and training to access higher order jobs). Through Job Centre Plus further education courses will be tailored to meet the requirements of the retail and tourist sectors. Making it easier to travel around Central Portsmouth by sustainable modes (Element 1) and ensuring everyone is better informed about travel options (Elements 2 and 3) will encourage mode shift (from car) for trips of less than 3kms in and around Central Portsmouth; and help promote car-free tourism. Workers in the retail and tourism sectors tend to live relatively close to work, and work place travel planning activity will ensure that those filling new jobs created in these sectors are able to and encouraged to travel to work using sustainable modes. This will reduce the costs to the economy of congestion on important routes into / out of the city, improve journey time reliability, and reduce pressure on parking. Additional work will be required to address the issue of affordability in relation to public transport (which is the only viable sustainable transport mode for people travelling to work from the north of the city), as evidence suggests that this can be a significant barrier to people accessing lower order occupations.

It is worth noting that the strength and growth of the tourist sector was a major contributor to Portsmouth’s economy recovery from the large-scale job losses resulting from the decline in manufacturing and engineering during the late 1980s and early 1990s^{xxxiv}.

The following bullet points provide further examples of outcomes which will support economic growth. Many are taken from letters of support from stakeholders within the community (including those representing retailing, tourism, the wider business community and the University), which are provided in Appendix A:

- will make **stations more user friendly** (small scale public realm improvements are proposed at the two main stations), **encourage rail-cycle trips** (cycle hub at Portsmouth & Southsea Station, Brompton bike hire at Portsmouth Harbour), and make it is **easier for passengers to reach their onward destination** (way-finding measures, safe cycling and walking routes, improved connectivity on routes between City Centre and The Hard)
- will provide a **more welcoming gateway** into each of the three centres (public realm improvements at stations, low cost public realm improvements on routes between the City Centre and The Hard, and between the seafront and Southsea shops);
- will encourage shoppers and visitors to **stay longer, and spend more** – visitors travelling by non-car modes are likely to stay longer, as their length of stay is not constrained by car-parking charges, particularly if they have good public transport information – anecdotal evidence suggests that the recent introduction of Real Time Rail Information screens at the Historic Dockyard has proved successful in encouraging visitors to travel by train, stay longer and spend more;
- will help **relieve congestion and pressure on parking**, and **encourage return visits** – *“while many visitors will still wish to use our own conveniently located parking, the proposed measures will help alleviate traffic congestion, by encouraging more sustainable travel choices, particularly once the new park and ride site at Tipner opens. Congestion in Queen Street and Markey Way often affect visitors, providing a frustrating and disappointing end to the day and acting as a serious discouragement to making the all important return visit” (Historic Dockyard, 2012, see letter of support);*
- will **encourage students to explore the City** further and **contribute to the local economy** (by spending money at local shops, restaurants, and tourist attractions (wayfinding measures and initiatives to promote cycling, including a cycling hub / café at the University);
- will **encourage students to live and work in Portsmouth** after graduating (alongside other measures to make Portsmouth a more attractive place to live and work);
- will help promote Portsmouth as a **“A great Waterfront City”** (park and sail service);
- will help **maximise the benefits associated with the opening of the new Mary Rose Museum** in Portsmouth Historic Dockyard – an even greater number of international and domestic visitors are expected to visit Henry VIII’s flagship and there is a key opportunity to encourage them to also visit his castle on Southsea seafront or other attractions – the

majority of visitors to Portsmouth are day visitors who will then leave the area unless they are encouraged to stay and enjoy other attractions that Portsmouth has to offer;

- will help promote **Southsea as a vibrant and distinct retail centre**, offering a range of independent shops and boutiques, bars and restaurants;
- will **enhance the attractiveness of Portsmouth as a retailing (and tourist) destination from Gosport** (alongside other measures to make Portsmouth a more attractive place to live and work) by improving and promoting connectivity from Gosport Ferry to the City Centre (and Southsea), thereby increasing the size and diversity of the retail offering available (wayfinding measures, safe walking and cycle routes, cycle parking, Brompton bike hire at Portsmouth Harbour Station, Millennium Trail enhancement, improved connectivity on routes between the City Centre and The Hard, re-branded bus services); social marketing and travel awareness campaign targeted at residents in Gosport).

Reducing carbon emissions and bringing about improvements to air quality – CO₂ emissions are directly related to veh-kms undertaken. Greater use of sustainable modes for new and existing trips of less than 3kms in and around Central Portsmouth⁵ will have a small impact on reducing carbon emissions - *short trips make a relatively small contribution to total carbon emissions*. The main carbon benefits will be related to visitors and residents being more likely to travel into Portsmouth sustainably (by train, passenger ferry, bus/coach, park and sail to Gunwharf Quays, or park and ride from the new site at Tipner).

Estimated reductions in vehicle kilometres associated with the package could achieve reductions in emissions of the order of 800 tonnes p.a. (0.3 % of total transport emissions in Portsmouth in 2009, DECC) – see Appendix A for further information. Approximately 10% of this saving would be associated with the reductions of short trips within the central wards, with the remainder associated with the reduction in traffic into the central area from the rest of Portsmouth and beyond. Carbon emissions are also directly linked to travel speed with the highest emissions levels occurring in congested conditions and at very high speeds. The congestion relief associated with the package would therefore further contribute to the emissions reductions achieved, although it is not possible to quantify the extent without detailed modelling of the impact on travel speeds and conditions across Portsmouth.

Mode shift within both categories of trip, along with measures to improve the management of traffic on key routes and junctions will help address air quality problems in the two AQMAs with Central Portsmouth, and will reduce exposure to emissions amongst vulnerable transport users.

It is likely that people who make a change and shift to a more sustainable transport mode will also be more likely to make sustainable choices in other areas of their life thereby increasing the overall carbon footprint of the city.

Delivering wider social, health, and accessibility benefits – Transport measures which help generate jobs in the retail and tourism sectors will increase employment and average income levels within the City. Measures which inform residents, commuters and visitors about active travel options; actively encourage walking and cycling; and make it as easy as possible to walk or cycle can play a significant role in improving health and tackling obesity levels. The measures will also improve access to services and facilities in Central Portsmouth, by sustainable modes. In addition, more people on the streets creates a safer community: more eyes means less risk of theft and assault.

Evidence of similar economic, environmental, social / health / accessibility benefits from elsewhere

- Evidence from the Legible London scheme shows that wayfinding improvements encourage people to walk more often, walk further, explore more and walk rather than use other means of transport. In addition, a co-ordinated sign system would allow much street clutter to be reduced or removed. For example, Bristol installed 180 map based signs and removed over 300 finger posts and other street clutter, a 40% reduction in street furniture (Transport for London)^{xxxv}. 17-41% of people walk more for every day journeys when they are motivated to walk for leisure or with information about places to walk (DoH SW, et al., 2010)^{xxxvi}
- Cycling measures delivered in the Cycling Demonstration Towns have been estimated to deliver a BCR of between 2.6 and 3.5. The majority of benefits were associated with the health benefits of increased physical fitness (71%). Other benefits include amenity benefits (14%), and economic benefits associated with decongestion (11%) and reduced absenteeism (4%). On average cycling rates increased by 27% (Cycling England, 2010)^{xxxvii}.
- Evidence from the Sustainable Travel Towns shows that a combination of infrastructure measures (Element 1), travel planning activity (Element 2) and marketing information and branding (Element 3) can be very effective at reducing car trips. Similar (but larger) packages (including a focus on school travel planning) in Worcester, Peterborough, and Darlington resulted in an 11-12% reduction in 'car as driver' trips and a 2-5% increase in walking and cycling. The reduction in the number of car trips per head was proportionately greatest for short trips. The biggest reduction in car driver distance came from changes to leisure trips, then shopping and work-related business (DfT, 2010)^{xxxviii}.
- WebTAG Unit 3.10.6 advises that target marketing (personalised travel planning, travel awareness campaigns, public transport information, marketing, etc.) can lead to an 8% reduction in car trips if applied intensely, or 4% if undertaken with a more moderate level of intensity (as proposed for Portsmouth).

⁵ Journey to work car trips by locally-based retail, catering, and office workers; short car trips from Southsea, where residential characteristics indicate a higher propensity to change modes than elsewhere; and other retail, leisure and work trips in Central Portsmouth.

- There is a well established link between footfall and retail spend, suggesting that an increase in walking has a positive impact on local businesses. Existing evidence and various case studies (EMDA, 2007)^{xxxix} suggest that local transport measures combined with public realm improvements generate 'economic benefit streams' through a number of mechanisms: attracting investment, increasing land and property values, attracting visitors, increasing tourism, improving productivity, enhancing image. CABE's Paved with Gold Report (2007)^{xl} demonstrates a direct link between street quality and retail rents, based on evidence from 10 Inner and Outer London high streets (similar in size to Osborne Road in Southsea). Improved transport access combined with public realm improvements, have contributed to the enhancement of a number of city centre shopping environments (e.g. Glasgow^{xli}), particular when combined with new retail development (such as the proposed Northern Quarter Development in Portsmouth City Centre).
- Research has identified that high street turnover increases by between 5% and 15% following investment in schemes to improve the public realm and that people who travel to the shops on foot, by cycle or by public transport spend as much, if not more than those who travel by car (Local Transport White Paper, 2011).
- The health benefits of cycling are well-known, e.g. Cycle England (2010) found that the health benefits (from reduced mortality) were worth around £2.50 for every £1 spent. In addition, encouraging cycle tourism can help to encourage utility cycling; many people rediscover cycling while on holiday or as a leisure activity, and are then encouraged to cycle more frequently for other purposes^{xlii}.
- A recent study by Atkins and ITS Leeds for the DfT on the value for money of small schemes provides evidence of typical BCRs for walking schemes ranging from 1:15 – 1:38.

Value for money (economic appraisal)

Transport benefits - Based on the above evidence, we estimate that the proposed package will deliver the following reduction in car use (trips and veh-kms):

- at least a 5% reduction in short trips within Central Portsmouth (4 Central wards);
- at least a 2.5% reduction in journey to work, retail and other trips to Central Portsmouth amongst Portsmouth residents;
- at least a 2% reduction in trips to Central Portsmouth from elsewhere for leisure and retail purposes (some existing car users expected to transfer to public transport if they have confidence that they will be able to travel around sustainably once they get to Portsmouth).

These reductions in traffic can be used to monetise benefits associated with time savings caused by reductions in congestion for those continuing to use the roads, reductions in accidents, local air quality and noise improvements and reductions in greenhouse gas emissions. On the basis WebTAG guidance⁶ it is estimated that these benefits would be worth of the order of £10 million (for weekdays only) over the 5 year period between 2013 and 2018 (NPV 2011 prices and values⁷). Weekend benefits would be likely to add at least a further 20% to this total. The greater level of shopping and leisure activity during weekends would increase the potential to change behaviour, but this would be offset by lower congestion levels on average, reducing the value of decongestion benefits. A 20% uplift would bring the total to over £12.5 million over the 5 year period. *See Appendix A for further detail.*

These values alone suggest that the package offers good value for money for the £5m DfT investment. However, the benefits quantified represent only a subset of the benefits that the package would generate as they consider only the impacts of changes in traffic levels as a result of mode switch caused by the various elements of the package. As described above, the measures would also bring a wide range of other benefits. In particular; the anticipated increase in walking and cycling would bring health benefits; improvements in the public realm and increased information would improve the journey experience, bringing amenity benefits and the increased numbers of trips attracted to Portsmouth and increased average length of stay would boost the retail and tourist economy with associated wider effects throughout the economy (via the supply chain and labour market). In particular these wider effects are likely to contribute to reduced levels of poverty in the city, particularly through enhanced employment opportunities and raised aspiration.

These impacts are much more difficult to attribute a monetary value to but are likely to add significantly to the value for money case for the package (*see above evidence from elsewhere*). An initial indication of the health benefits associated the additional walking and cycling generated by the proposed package suggests that they would be in the order of £1 million, bringing the total estimated impacts of the package to over **£14 million** over a 5 year period between 2013 and 2018 (NPV 2011 prices and values⁸), assuming the impacts on trips and traffic identified above.

It is recognised that evidence in the field of health is limited and still evolving and these figures should therefore be considered as indicative only. However they are likely to be conservative as they consider the impacts on reduced mortality (i.e. risk of death) and do not cover impacts on morbidity (i.e. risk and costs of illness, including costs to employers of absenteeism). In addition, the health estimates above relate only to the benefits for those already travelling to Portsmouth changing their behaviour (from private car use). However, there would also be health benefits for those attracted to Portsmouth as a result of the package measures, and other initiatives.

⁶ Unit 3.3.5 for greenhouse gases and unit 3.9.5 for all other impacts.

⁷ The figure is quoted in 2011 prices and using a 2011 base year to facilitate comparison with the costs. The equivalent figure in 2002 prices and values (as recommended in WebTAG) is £9 million.

⁸ The equivalent figure in 2002 prices and values (as recommended in WebTAG) is £9.5 million.

The estimated monetary value of benefits generated by the proposed measures is driven by assumptions about the impact of the package on traffic levels, as set out above. **These assumptions are intentionally conservative. Evidence relating to similar schemes suggests that considerably larger impacts are achievable which would in turn generate larger benefits.** A sensitivity to test the effect of assuming the impact of the package on trips within Portsmouth is doubled (i.e. assuming a 10% reduction in short trips within Portsmouth, and a 5% reduction for other Portsmouth residents) suggests that the NPV for total benefits (including health) would increase from at least £14 million to at least **£20 million** (both NPV, 2011 prices and values), giving a **BCR for DfT investment of approximately 4:1**. If a greater reduction for trips from outside Portsmouth is assumed (i.e. 4%, rather than 2%), this results in an NPV of at least £27 million for total benefits, giving a **BCR for DfT investment of approximately 5.5:1**.

Further economic appraisal work will be undertaken as part of the detailed design of the package, and prior to delivery.

Direct economic benefits – Direct economic benefits are difficult to estimate, but it is possible to estimate the potential magnitude of such benefits. Earlier evidence shows that tourism in Portsmouth currently accounts for 7.6 million visitors per year (within The Hard area alone), spending £373 million, and supporting over 7,000 jobs, and making a total contribution to the wider economy of £470 million including multiplier effects – 2008 figures. A growth of just 1% in tourist spend, could therefore expect to generate an additional £5 million per annum to the local economy (or an **additional £15 million over 3 years**), and create **70 new jobs**; significantly increasing the package BCR for DfT. Actual growth could be much higher. Additional retail spend (and retail jobs) could also be expected to be generated within the City Centre and Southsea, providing further benefits for the local economy; although it is acknowledged that some of this is likely to represent displaced spend from elsewhere within the region.

D2. Financial sustainability

Element 1 – Improving connectivity

Portsmouth City Council have a Private Finance Initiative Contract in place for highways maintenance. All physical interventions installed on the public highway will be maintained through this arrangement.

Where physical interventions have been installed on land owned by private organisations they will be responsible for any maintenance costs. This will be a condition placed upon them before funds are released to carry out the initial works.

Certain measures will be run privately as commercial ventures such as the park and sail, and Brompton bike hire scheme. Cycle hubs will form one of two models, either a commercial organisation will take them forward or they will become Social Enterprises with a socially beneficial element and community focus. As a social enterprise it may be possible to attract other funding, volunteers and voluntary contributions such as bikes and parts.

Element 2 – Influencing behaviour

Transport for South Hampshire commissioned an independent review of their Reduce Strategy (P Goodwin, Bristol University, June 2010), which showed that the initial per head investment in influencing behaviour change work can taper away after the first four years, after which the City Council would provide funding at a level in the order of 40% of the initial investment (this would form priority), influencing behaviour change can be maintained without a mass 'reversion to type'.

The City Council will work with Businesses and transport operators to invest in travel plans and sustain the initial achievements of these as well as engaging them in contributing towards the costs of travel guides.

Element 3 – Marketing, information and branding

After the initial launch of the new measures in marketing, information and branding this will be funded by the City Council. It is anticipated that funding will come in the form of partnership working with the private sector, such as transport operators and businesses. Some sponsorship opportunities have already been identified to part fund leaflets and maps.

SECTION E – DELIVERABILITY

E1. Implementation

The LSTF package will be delivered in accordance with PRINCE2 methodology, with a clearly identified roles and responsibilities. Our proposed governance and delivery structure is summarised below - *PCC is currently undergoing a re-structure, and individuals for the above posts will be confirmed shortly*:

Project Steering Group / Senior Management Board – Led by Head of Transport and Environment, also including the Cabinet Member for Traffic and Transport, the Assistant Head of Service for Infrastructure, the Assistant Head of Service for Environment, and the Senior Development Control Officer. Strong member and senior management support will be essential for successful delivery. The Steering Group will be responsible for ensuring close integration with other initiatives, particularly the Shaping the Future of Portsmouth agenda and the Core Strategy.

Senior Project Sponsor – Assistant Head of Service for Transport, responsible for managing the strategic planning and transport functions. Will oversee the budgetary requirements, and approve the resourcing and investment programme; ensure all elements of the package are focused on achieving the intended outcomes; monitor performance against milestones and where necessary make changes to the overall strategy and programme; review and challenge risks.

Programme Manager – Strategic Transport Planner, responsible for overall management of the LSTF team, day-to-day programme management, and co-ordination with third parties.

Delivery Team – Responsible for delivery of key elements of the package: Element 1 (Highways Design Manager, Active Travel Officer, Public Transport Officer); Element 2 (Workplace Travel Plan Officer); Element 3 (Active Travel Officer, Communications Officer).

Will also liaise with and co-ordinate with third party delivery organisations such as South West Trains, Brompton Bikes, Portsmouth Cycle Forum, CTC, University of Portsmouth, Gunwharf Quays, Portsmouth International Port.

PCC has resources and expertise in-house to undertake detailed design and oversee delivery of most of the package. However, we intend to commission an external provider to deliver the personal journey planning activity (potentially through joint procurement with TfSH, Southampton, or Hampshire), and to provide a strategy for our social marketing and travel awareness campaign. We are also able to draw on the resources and expertise of our framework consultants where necessary. This will enable us to ensure that experienced and focused resources are available throughout the delivery programme, and using the framework will ensure that this is achieved at a value for money price.

Working Group - The bid has been prepared in partnership with a Wider Steering Group. Officers responsible for economic development and regeneration, tourism, town centres, the seafront, walking and cycling, public transport, travel planning, climate change, anti-poverty, health, air quality, have all played a key role, and will continue to guide and inform the detailed design and delivery of the package; alongside key transport operators, local retail / tourism business and interest groups, and voluntary and community organisations.

E2. Output Milestones

	Pre-June 2012	Year 1		Year 2		Year 3		Post LSTF	
Programme Management	Develop detailed programme								
Element 1		Comprehensive Wayfinding Network		Deliver first cycle route			Millennium Walk extension		
	Detailed design of cycle hubs and launch 1 st hub	Detailed design of Southsea Improvements		Launch Brompton Dock	Second cycle hub				Complete improvements at stations
		Improvements to pontoon and launch park and sail			phase 1 of Southsea Improvements	Connected route improvements	phase 2 of Southsea Improvements		
Element 2		Launch travel advisors			Undertake Phase 1 PJP		Undertake Phase 2 of PJP		
Element 3			Campaign development		Launch campaign				
Element 4	develop detailed evaluation programme			1st annual report	Mid-point report		2nd annual report	Final report	

Programme planning will be undertaken prior to successful applicants being announced. Evaluation and monitoring will continue after the programme and the city council will maintain an interest in all projects post LSTF period and will continue to work with them to ensure a legacy.

E3. Summary of key risks

Risk	Risk Level	Mitigation	Post mitigation risk level
Local opposition delays some activities either to infrastructure schemes or opposed to behaviour change	Low - Medium	Undertake consultation as appropriate. Investigate reasons for opposition to scheme/behaviour change. Revise scheme/marketing strategy. High risk schemes programmed later to allow for more extensive consultation.	Low
Programmed timescale overruns.	Medium	Continuous monitoring and programme management using PRINCE2. Clear identification of responsibilities.	Low
Procurement process causes delay to activities	Medium	Create a realistic programme with SMART goals; commence discussions early.	Low
Lack of resources to deliver programme	Medium	Resources planned effectively and identified early including external partners. Any unforeseen shortfall identified will be overcome through modification of the LSTF programme and prioritisation over business as usual work as necessary and appropriate.	Low
Bid not successful in full or at all.	Medium	The measures being bid for are a priority for Portsmouth and its aspirations for regeneration and economic growth. If this bid for funding is not successful in full or at all then the measures will still be implemented but over a longer time period.	Low
TfSH Large bid fails	Medium	If the TfSH large bid is not successful in full or part then funding from the PCC bid may be reprioritised to fill in any essential missing gaps that the TfSH bid would have met.	Low
External partner(s) withdraw	Medium	If any external partners withdraw from the bid the measures involved will be reviewed and the scope of them will be changed as necessary, potential new partners identified or funding reprioritised.	Low
Some measures are found to be not possible within funds secured	Medium	If the full amount of funding is not secured or measures are found to be possible within amount bid for then the package will be de-scope as appropriate. Detailed costings have been undertaken pre-submission.	Low

E4. Project evaluation

We welcome the opportunity to work with the Department to prepare an **evaluation framework** and approach for understanding when, how and why the intended outcomes have been achieved or exceeded and to what level supported by an appropriate monitoring and analysis budget.

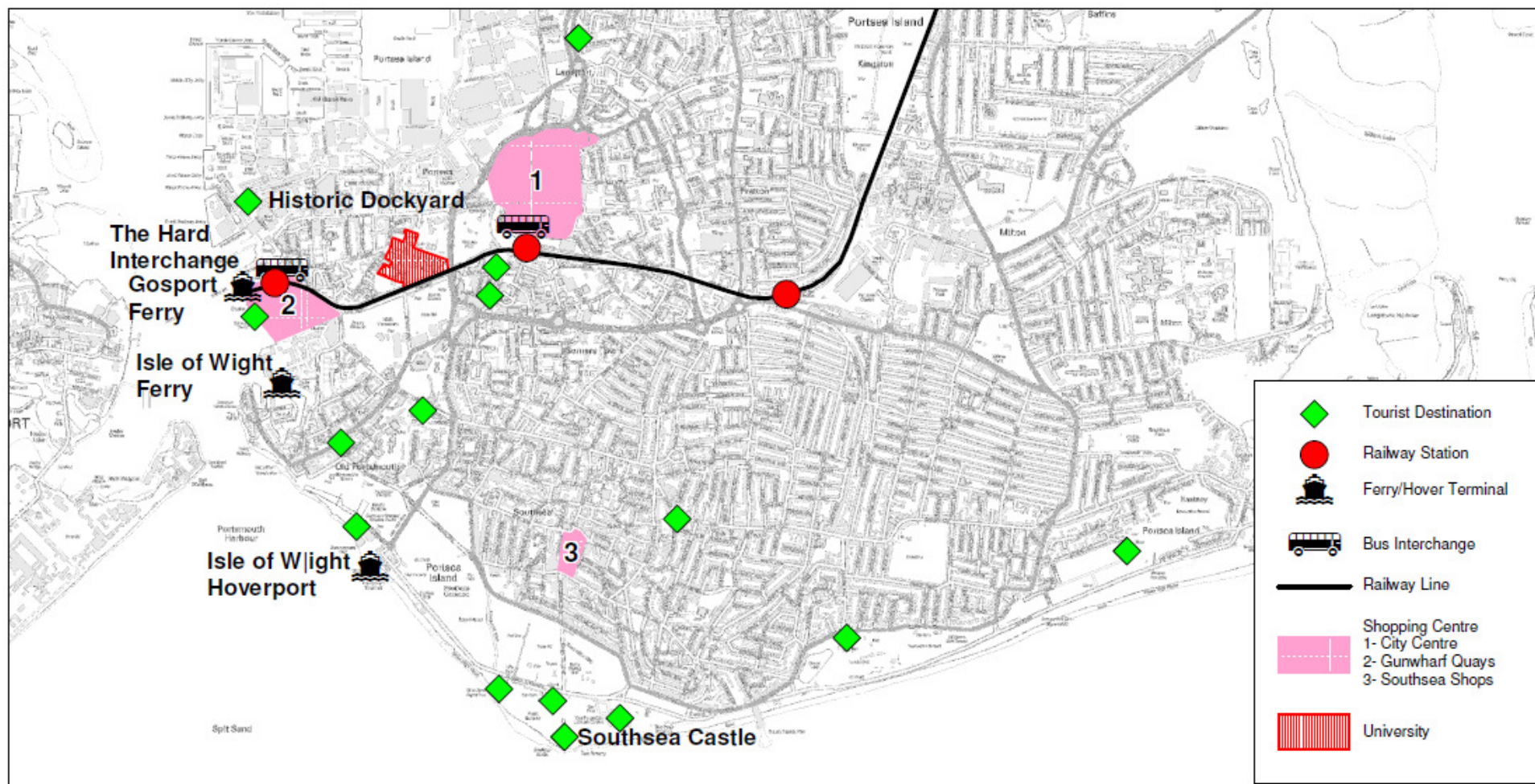
Our framework will draw on the existing TfSH Sub Regional Transport Model and Portsmouth's Western Corridor model, existing monitoring and baseline survey data, as well as additional data collection exercises as appropriate. The additional data collection will include but not be limited to visitor surveys, travel surveys, mode split surveys, public transport patronage, footfall data, bespoke user surveys for specific measures, annual travel planning surveys, and air quality data. We will also work with businesses and the Job Centre Plus to evaluate the economic growth, increased employment job creation that the package brings.

The Historic Dockyard, Gunwharf Quays, and other attractions also undertaken their own monitoring (including footfall, visitor numbers) which will be used to inform and broaden the evaluation, giving an improved picture of the impacts of our interventions.

Appendix A – Supplementary Information

- Figure A.1 – Key Destinations in Central Portsmouth
- Figure A.2 – Transport Problems and Issues
- Figure A.3 – Logic map, linking package elements to outcomes
- Background data
- Approach to estimating the monetary benefits of the package
- References

Figure A.1 – Key Destinations in Central Portsmouth

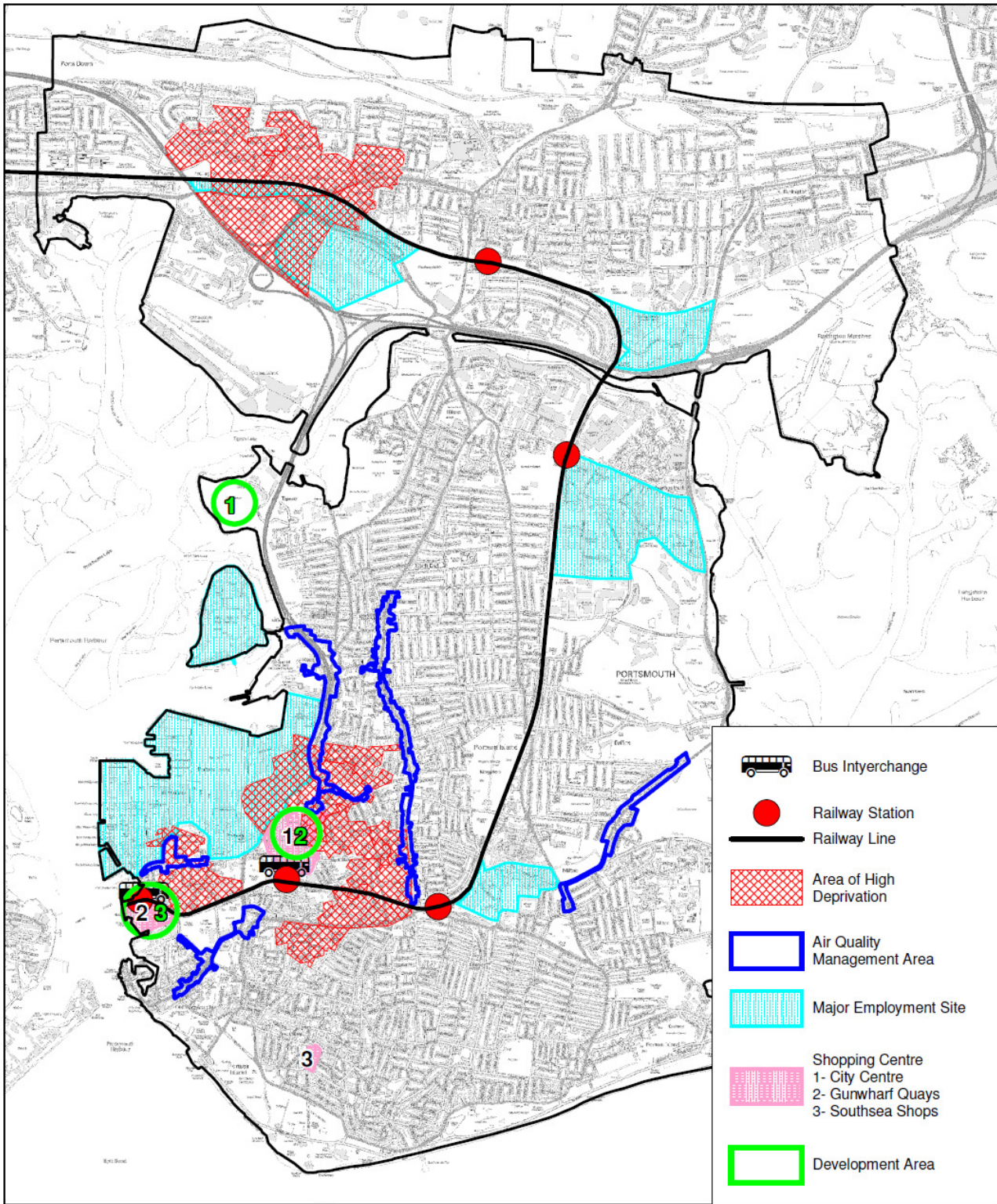


Title: **Key Destinations in Central Portsmouth**
 Prepared for: **Transport & Environment Service**
 Prepared by: **Geographic Information Service**

Drg No:
 Scale: **N.T.S.**
 Date: **23/12/2011**



Figure A.2 – Transport Problems and Issues



Title:

Transport Problems & Issues



Portsmouth
CITY COUNCIL

Prepared for: **Transport & Environment Service**
Prepared by: **Geographic Information Service**

Drg No:

Scale: N.T.S.

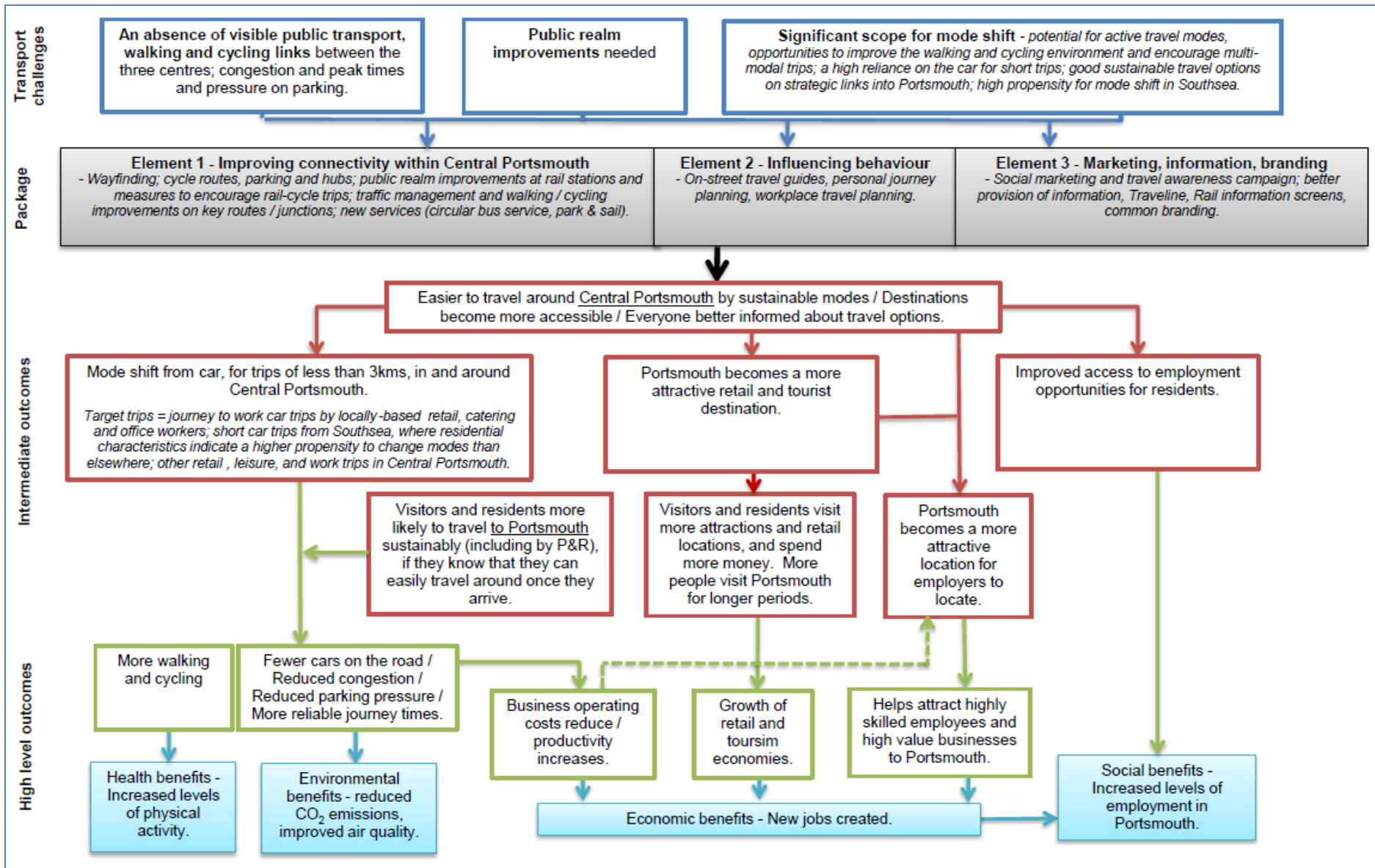
Date: 06/01/2012

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Development Areas: 1. Port Solent & Horsea Island (up to 1000 new homes); 2 Tipner (up to 1250 new homes, 25,000m² of office dev); 3. City Centre (1600 new homes, 50,000m² of net retail dev, 47,200m² of office dev)

Figure A.3 – Logic map, linking package elements to outcomes



Appendix A - Baseline data

Car trips use:

- Approximately 2,800 car trips are made each day within the four wards covering Central Portsmouth (Portsmouth Western Corridor Model)

Public transport use:

- Portsmouth Harbour Station: Over 133,000 passengers per month (Office of Rail Regulation, Aug 2009)
- Portsmouth & Southsea Station: 595,651 passengers (Sales data, provided by SW Trains; does not include figures for Southern Trains)
- Gosport Ferry: Approximately 300,000 per month (Gosport Ferry Ltd, 2009).

Visitor mode of travel (2010):

	All visitors 2010	Day visitors from home	Day visitors on holiday	Staying Visitors	All visitors 2008	All visitors 2004
Car/van/motorcycle	62%	68%	59%	52%	65%	68%
Ferry	12%	12%	20%	2%	12%	9%
Train	9%	10%	4%	13%	6%	9%
Bus/coach service	7%	8%	6%	5%	10%	8%
Walked	5%	-	-	25%	2%	1%
Coach Tour	5%	2%	11%	3%	5%	4%
Bicycle	<1%	<1%	-	-	-	-
Other	-	-	-	-	-	-
Total	501	262	137	102	378	599

Source: 2011 Visitor Survey

Visitor destinations (places of interest visited during visit, 2010):

	All visitors 2010	Day visitors from home	Day visitors on holiday	Staying Visitors	All visitors 2008	All visitors 2004
The seafront	59%	62%	42%	75%	61%	-
Gunwharf Quays	58%	50%	64%	70%	68%	-
Historic Dockyard/ Historic Ships	29%	18%	39%	43%	37%	-
Old Portsmouth	17%	11%	12%	38%	27%	-
Spinnaker Tower	14%	10%	15%	22%	27%	-
Southsea/City Centre shops	12%	11%	3%	25%	19%	-
Southsea funfair	11%	14%	6%	11%	16%	-
D-Day Museum	6%	3%	10%	8%	8%	-
Blue Reef Aquarium	6%	7%	4%	5%	9%	-
Southsea Castle	6%	4%	4%	12%	12%	-
Royal Marines Museum	3%	1%	1%	8%	7%	-
RN Submarine Museum (Gosport)	2%	1%	1%	7%	7%	-
City Museum	2%	1%	1%	7%	5%	-
Charles Dickens' Birthplace	2%	1%	1%	3%	5%	-

Appendix A - Approach to estimating the monetary benefits of the package

Assumed reduction in trip numbers

The estimate of the scale of the monetary benefits of the package is based on assumptions about the scale of impact that the various measures in the package would have on the number of trips in three categories:

- Trips within the central area (i.e. covering the city centre, Southsea and Gunwharf Quays) (on average just over 2.km long, based on evidence from the Portsmouth transport model);
- Trips to the central area from the rest of Portsmouth (on average about 5.km long);
- Trips to the central area from outside Portsmouth (on average about 40 km long).

Based on the review of evidence on the impact of relevant measures described above it was estimated that the proposed package would deliver the following reduction in car use (trips and veh-kms):

- At least a 5% reduction in short trips within Central Portsmouth (4 Central wards);
- At least a 2.5% reduction in journey to work trips to Central Portsmouth amongst Portsmouth residents;
- At least a 2% reduction in trips to Central Portsmouth from elsewhere for leisure and retail purposes (some existing car users expected to transfer to public transport if they have confidence that they will be able to travel around sustainably once they get to Portsmouth).

Benefits associated with reduction in externalities

These assumptions were combined with average trip lengths for trips of each type from the Portsmouth model to produce an estimate of the number of vehicle kilometres removed from the road in each time period and across an average weekday as a result of the package.

These estimates of vehicle kilometre reductions were then used in conjunction with the estimates provided in WebTAG (unit 3.3.5) of the benefits associated with each vehicle kilometre removed from the network in terms of externalities avoided (accidents, noise, local pollutant, CO₂ emissions and delay for other road users).

Values for urban roads were used from the WebTAG guidance and it was assumed that half of road links would have a V/C ratio of 50% to 75% in the peak period and half would have a V/C of 75% to 100% (V/C refers to traffic volume divided by road capacity and is a measure of congestion and delay).

The CO₂ values in Unit 3.3.5 are based on outdated estimates of the cost of carbon which do not take account of the significant developments in the field over the last few years. These figures were therefore updated with the latest guidance on carbon emissions costs as set out in WebTAG Unit 3.9.5 (assuming an average speed of 15mph on central roads in the peaks and 20 mph at other times with equivalent figures of 20mph and 25 mph for trips within Portsmouth and 25mph and 30mph for trips from outside Portsmouth to the centre).

Health benefits

Health benefits were estimated in line with the guidance of WebTAG 3.14.1 on the basis of the number of people experiencing an increase in daily walking or cycling activity as a result of the package and the extent of the increase.

The assumptions detailed above in relation to the reduction in car trips caused by the package were the first key input to the calculation. The following additional assumptions were also required:

- 1/3 of trips switching away from car travel on trips within the central area switch to walking and a further 1/3 switch to cycling;
- The same proportions apply to trips to the central area from within Portsmouth;
- 25% of trips switching away from car travel on trips from outside Portsmouth to the central area switch to a journey that involves walking and an equivalent proportion switch to a trip that involves cycling in the centre (i.e. coming in by train, bus or park and ride and then walking or cycling). The walking/cycling element of these trips is on average assumed to be 4 kilometres long;
- 90% of trips are part of return trips;
- Average cycling speed is 15kph and average walking speed is 5kph;
- The value of life will grow in line with forecast GDP growth (set out in WebTAG unit 3.5.6);
- Health benefits will build up steadily over 5 years from a change in activity.

Benefits by year

All externality and health were calculated for the two forecast years of 2013 and 2031 as used in the Portsmouth model. 2013 figures are presented in the table below. 2031 figures were used to estimate benefits in the intervening years on the basis of a steady annual rate of growth of benefits

Given the relatively short-lived nature of some of the schemes (particularly those relating to travel awareness) only benefits accrued during the first 5 years after implementation are quoted. To facilitate comparison with scheme costs presented, they are quoted as an NPV in 2011 prices, discounted to 2011 base year.

Table 1: Estimated Monetary Benefits associated with Package

	2013
Annual Impacts (£000s, 2011 prices)	
Decongestion	1,629
Infrastructure Maintenance	6
Indirect Tax Loss	-262
Accident	234
Local AQ/Noise	48
GHG	178
<i>Total Weekday</i>	1,832
Estimated Total Week*	2,199
Health benefits	383
Total	2,582
5 Year NPV (2012 to 2018 £000s, 2011 prices/values)	
Excluding Health Impacts	12,556
Including Indicative Health Impacts	14,017

*Assuming weekend benefits of 20% of weekday benefits

Other potential sources of benefit

Overall, these estimates provide an indication of the potential monetary value of the impact of the package. However, they are likely to be conservative as the assumptions on trip changes are considered conservative and only a selection of the impacts of the package are included. For instance the estimates exclude possible further benefits associated with:

- People choosing to use Portsmouth instead of other destinations (such as Southampton) further a field as a result of the change and therefore reducing their trip length.
- CO₂ emissions reduction associated with congestion relief (which reduces the slow, inefficient traffic are also not included
- Health benefits of reduced morbidity and those attracted to the city
- Amenity benefits associated with the improved walking and cycling environment
- Economic benefits of increased activity and duration of stay in the city (with its feed on effects through the labour market and supply chain).

Sensitivity Test

The estimated monetary value of benefits associated with the package identified above is driven by the assumptions of the impact of the package on traffic levels set out above. These assumptions are intentionally conservative. Evidence relating to similar schemes suggests that considerably larger impacts are achievable, which would in turn lead to larger benefits. To illustrate the impact of less conservative assumptions the following table sets out the benefits forecast if it is assumed that the proposed package will deliver the following reduction in car use (trips and veh-kms):

- At least a 10% reduction in short trips within Central Portsmouth (4 Central wards);
- At least a 5% reduction in journey to work trips and retail/other to Central Portsmouth amongst Portsmouth residents;
- At least a 2% reduction in trips to Central Portsmouth from elsewhere for leisure and retail purposes (some existing car users expected to transfer to public transport if they have confidence that they will be able to travel around sustainably once they get to Portsmouth).

Table 2: Estimated Monetary Benefits associated with Package – Sensitivity Test

	2013
Annual Impacts (£000s, 2011 prices)	
Decongestion	2,213
Infrastructure Maintenance	8
Indirect Tax Loss	- 363
Accident	324
Local AQ/Noise	66
GHG	178
<i>Total Weekday</i>	<i>2,426</i>
Estimated Total Week*	2,911
Health benefits	725
Total	3,636
5 Year NPV (2013 to 2018 £000s, 2011 prices/values)	
Excluding Health Impacts	16,725
Including Indicative Health Impacts	19,491

*Assuming weekend benefits of 20% of weekday benefits

In this scenario, benefits increase to almost £20 million (NPV, 2011 prices /values) over the 5 year period between 2013 and 2018.

Appendix A - References

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