

CYCLING AND WALKING TO WORK FUND PROGRAMME 2017/18

Scheme No.	Name of scheme or programme	Cost (£)	Activity Delivered
1	Delivering Business Skills/ Jobs in the Transport Sector	98,500	Upskilling local people with job specific training in relation to cycling, including instructor training and cycle maintenance. Ensuring existing training opportunities for job seekers in the transport sector are enhanced with additional awareness training for vulnerable road users. The project will use local recruitment processes to engage unemployed or underemployed individuals with a propensity for cycling and instructing in schools. Key partners would include Jobcentre plus.
2	Smarter Choices Programme	145,000	Behaviour Change Cycling/ Walking Campaign to be focused to reflect the LCR investment areas where appropriate, and focused on those seeking work, newly in work or relocated.
3	Cycling Journey Planner Tool	0	This project did not ahead
4	Cycle Map Updates	15,000	To enable the annual update of the local authority cycle maps in a digital format and to provide upgrades to the website to make it easier for users to locate and use the online resource.
5	Access to Opportunity – Travel Support for Jobseekers	40,000	Public transport Smartcard travel tickets for job seekers
6	Citybike Membership – Travel Support for Jobseekers	0	This project did not go ahead

7	Journey Planner Research	28,500	Merseytravel would like to undertake qualitative customer research to firstly understand what communication channels customers will prefer to use in the future to journey plan, including cycling and walking measures, followed by desk top/field-based exercises to assess modern/evolving journey planning tools. A series of focus groups that review the multi-modal Merseytravel digital journey planning tools JP against other digital responsive, multi-modal journey planners, available on the market (or scheduled to become available soon) will be undertaken. Output – to produce all findings in a presentation and report format and make recommendations to (i) inform the RTI Policy and future development strategy of journey planning tools. (ii) Present two or three customer endorsed examples, multi-modal (including walking and cycling, digital responsive journey planning options and demonstrate how user experience of the Merseytravel Journey Planning tool can be improved to include Cycling and walking, as well as other modes of transport. (iii) enable further work to be undertaken to provide a business case to improve the current digital journey planning tools but this maybe outside the timeline of this funding.
8	Cross River Cycling Research	15,000	Due to the unique nature of the river Mersey at the heart of the LCR and the large commuter numbers crossing the River Mersey mostly by train (via Merseyrail) and by car (via Mersey Tunnels and the Mersey Gateway Bridge and the Silver Jubilee Bridge (when reopened)) we would like to undertake a piece of research around attracting jobseekers to using a bicycle to both ride to, and cross the river both via the Mersey Ferry and Merseyrail which is one of the few train operators who allow cycle carriage in the peak hours
9	Cycle Accidents Research	71,400	The LCR has seen a rise in recent years in its Cyclist accident statistics. At the same time, the LCR has experienced a rise in the number of people cycling. We would like to understand if there is a correlation between these two or not. And if there is, is there any possibility of predicting outcomes based on correlation and therefore potentially provide a solution prior to accidents occurring?
10	Walking and Cycling Training Hubs	188,772	To utilise existing community hubs to promote walking and cycling as the mode of choice, targeting activity in the LCR Investment Areas focussing on job seekers, and connecting job seekers with employment opportunities (Potentially linking in to the overall Smarter Choices Campaign i.e. using same/similar material etc.,). Looking to incorporate, challenges, promotion and incentive schemes as well as increasing awareness of more/improved cycling/ walking infrastructure as a result of the LCR STEP programme.

11	Chamber of Commerce – Supporting Access to Employment	70,000	Working with Liverpool and Sefton Chamber, and building upon our successful long term partnership, we will work with SME's in breaking down transport barriers and promoting sustainable travel solutions to attract job seekers to opportunities/ to utilise existing links with Local Housing Associations to connect job seekers with opportunities and promote cycling and walking.
12	Business Support Officer(s)	88,875	Business Support Officer(s) working alongside businesses in the LCR Investment Areas to promote walking and cycling as a viable alternative in accessing work for those newly in work. To connect job seekers with opportunities in the Investment Areas. Working with partners to act as a sign post to existing opportunities to access new/recycled bikes to help those seeking employment/training opportunities.
13	Cycling and Walking to Work Programme Support	75,000	To fund promotional materials to support both the Business Officers, Businesses and the Community Hubs as appropriate (e.g. leaflets, grants, etc.) and also to support the LCR Local Journeys Strategy and Mayoral priorities.
14	Monitoring and Evaluation	19,100	To utilise the existing contract to provide a monitoring report focussing on outputs initially. Work with DfT to select up to two projects within the programme to look at outcomes more specifically and report on these
15	Project Management	25,000	The programme will be managed via the LTP Development Team at Merseytravel. Work will largely be undertaken across the team as part of existing duties, however, some recharge may be required.
16	LCR Big Bike Revival	38,000	Joint project with Cycling UK to continue current activity across the LCR and to add value to the existing Cycling and Walking Hubs
17	Bike Life	60,000	The LCR is taking part in Bike Life - the UK's biggest research programme around cycling. There is a requirement to provide match funding over the lifetime of Bike Life (4 years). We have agreed with DfT that Cycling and Walking to Work funding can be used as match funding for the Bike Life programme.
18	Walking to Work Programme	45,000	A package of walking to work activities, working with Living Street to build on their existing delivery across the LCR. Living Streets is currently working in partnership with Merseytravel to deliver a DfT-supported Walk to School Outreach programme and the proposal is to extend the principles of this activity to jobseekers and the newly employed.
19	Local Journeys Attitudinal Research	3,500	A series of workshops targeted at young people, low waged, jobseekers and those newly in work to collect qualitative information on why these particular groups make the travel decisions that they do and to then determine what needs to be done to encourage these groups to use walking and cycling more as the mode of choice.

20	Travel Choices Research	30,000	Using the results of the focus group research, conduct some further research building on these findings but also the findings from the cross river research and the journey planning research to determine the wider outcomes from the overall CWWF programme.
21	CWWF promotion activities	20,000	The development of a document and short film showcasing the successes from the programme and using this to promote the future development of cycling and walking activities
	TOTAL REVENUE	1,076,647	