Applicant Information

Local transport authority name(s)*:
Wokingham Borough Council

Statutory sector partners: Hertfordshire County Council, Oxfordshire County Council, Buckinghamshire County Council, Chilterns Conservation Board

Senior Responsible Owner name and position:
Matthew Gould, Team Leader for Traffic, Transport and Road Safety, Wokingham Borough Council, Place Based Services, P.O. Box 153, Shute End, Wokingham, Berkshire, RG40 1WL

Bid Management team and positions:

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Postal address: CTC Charitable Trust, Parklands, Railton Road, Guildford, Surrey, GU2 9JX

Annette Venters, Strategic Access Officer, Chilterns Conservation Board
Telephone number: 01844 355508 Email Address: aweiss@chilternsaonb.org
Postal address: The Lodge, 90 Station Road, Chinnor OX39 4HA

Website address for published bid: www.chilternsaonb.org

SECTION A - Project description and funding profile

A1. Project name: Sustainable Chilterns Gateways

A2. Headline description:
The proposal uses rail and cycle tourism hubs to address a lack of alternatives to the private car in the tourism and leisure economy of the Chilterns Area of Outstanding Natural Beauty. Currently 97% of visitors come to the AONB by car and the area is limited opportunity to attract visitors who choose not to drive or have no car.

This means that the Chilterns economy misses out on visitors. Comparable protected landscape areas can cater for much higher proportions of non-car visitors (New Forest 13% of all visitors, South Downs 13% of day visitors and 39% of staying visitors, Lake District 13% of all visitors) which is a significant competitive disadvantage to the Chilterns economy and to social inclusion. Non-car visitors spend more than the average visitor, increasing this potential. Every 1% of additional visitors who visit the AONB is worth £4 million to the Chilterns economy, so the potential benefit of attracting non-car users at a similar level to the other protected landscapes is worth up to £61 million to the AONB economy.

This £0.8 million investment focussed on the first three priority Gateways for car-free tourist travel returns over £2 million economic growth in the life of the project.
A3. Geographical area:
The Chilterns Area of Outstanding Natural Beauty begins in Oxfordshire in the Thames Valley and stretches north-east through Buckinghamshire and Bedfordshire to Hitchin in Hertfordshire. Much of its southern edge is the River Thames which forms a natural corridor and barrier. This project includes the AONB itself and the surrounding local authorities, gateway towns and principal transport corridors into and out of the AONB.

This project is targeted and focussed on three Gateways which have been selected for their potential impact as multi-modal hubs for car-free tourism. South: Twyford, Henley on Thames. Central: Great Missenden, Chesham, Amersham. North: Tring, Berkhamsted. It will also support tourism and leisure access and commuting out of the Chilterns into larger urban destinations.
A4. Type of bid:  
Tranche 2 Small project bid

A5. Total package cost (£m):  £1.368

A6. Total DfT funding contribution sought (£m):  £0.868

A7. Spend profile:

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<tbody>
<tr>
<td>Revenue funding sought</td>
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<td>148</td>
<td>220</td>
<td>250</td>
<td>618</td>
</tr>
<tr>
<td>Capital funding sought</td>
<td>0</td>
<td>82</td>
<td>84</td>
<td>84</td>
<td>250</td>
</tr>
<tr>
<td>Local contribution</td>
<td>0</td>
<td>200</td>
<td>150</td>
<td>150</td>
<td>500</td>
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<tr>
<td>Total</td>
<td>0</td>
<td>430</td>
<td>454</td>
<td>484</td>
<td>1368</td>
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A8. Local contribution

There is extensive local support for this bid from local organisations, many of which have agreed to commit substantial resources to the proposal.

This totals £500,000, the majority of which is already secured, demonstrating the degree of local commitment and value of this proposal to the local partners. We have strong indications of additional support from businesses once the proposal has started so this will be a minimum return.

Details of the local commitments are spelt out in the letters of support attached to the bid, in summary they are:

- The statutory sector partners – highway authorities and Chilterns Conservation Board will spend at least £180,000 on the project from local resources
- Businesses and Rail Operators have committed £105,000 so far with commitments to exceed this number with further contributions during the life of the project.
- The community and voluntary sector has committed £215,000

A9. Partnership bodies

Administrative Arrangements

Formal agreements will be put in place between Wokingham Borough Council, the Chilterns Conservation Board and CTC Charitable Trust and between these lead bodies and all the participating partners. These will be modified to recognise any Departmental terms and conditions associated with the grant funding, the draft is attached to this submission.

Delivery and design arrangements

Chilterns Conservation Board and CTC are the delivery partners and are responsible for all of the design, delivery and reporting elements of the programme, both in terms of the central
management of the programme and its local implementation. The partners have confirmed their willingness to participate as delivery partners.

**Partners and supporters**

Chilterns Conservation Board is the managing board of the Chilterns Area of Outstanding Natural Beauty. CCB will host and manage the project at their offices in Chinnor where it will be integrated into the Management Plan for the Chilterns Area of Outstanding Natural Beauty and its implementation by a wide range of organisations, including local authorities, government agencies, community groups and landowners.

CTC will provide the expertise in delivering cycling based interventions for communities based on its experience with Bike Club, Cycling Champions, Cycle Xtra and Workplace Challenges. CTC’s managers will deliver this programme as part of the national cycling development team of CTC.

The Chilterns Society is a registered charity which works to maintain the uniqueness of the Chilterns. Its work groups deliver valuable programmes in the Chilterns and its Cycle Group provides a ranger network for the Chilterns Cycleway.

The local highway authorities have supported the Chilterns Cycleway, over 30 other cycle routes in the Chilterns and work to promote sustainable access through entry corridors such as crossings of the River Thames. Their work supports the practical day to day infrastructure for this project and its integration with other relevant transport and sustainability programmes.

Train Operating Companies are supporting the bid because it can substantially improve use of the off peak rail network for leisure use. It also addresses significant congestion around stations. The most important contribution of the rail operators will be to market the alternative transport choices to over 5 million regular trips from the areas targeted in the bid and millions of passengers using the supporting TOCs, First Great Western, London Midland and Chiltern Railways.

The National Trust has recently launched a national cycling strategy for the Trust which intends to significantly enhance cycling visitor experience, cycling access and participation at its sites. It is one of the largest landowners in the Chilterns and owns several of the largest visitor destinations in the area. It has already implemented cycling measures at Dunstable Downs and Ashridge giving it a proven track record.

The Electric Bicycle Network is a business which is enabling hire and use of electrically assisted cycles at important destinations such as hotels and visitor attractions. Because of the perceived hilly nature of the Chilterns the ability to offer electrically assisted bikes as part of our package will be a significant step forward in the accessibility of the proposals.

Local businesses, economic development agencies, towns and chambers of commerce support the bid for its economic potential and will bring a wide range of business content to the Green Tourism and Cyclists’ Welcome package.

**SECTION B – The local challenge**

**B1. The local context**

**Summary of the local context**

The Chilterns visitor economy is worth £471 million per annum, despite significant transport challenges. 94% of the Chilterns AONB leisure and visitor economy is based on car use. This creates 53 million car trips and generates 200,000 tonnes of CO2 per annum. There is significant congestion at hot spots, pressure on parking at attractions and market towns, air quality issues and significant detriment to tranquillity, which is one of the key attractions of the local tourism economy.
The lack of alternative choices to the car excludes potential visitors. This means that the Chilterns economy misses out on visitors. Comparable protected landscape areas can cater for much higher proportions of non-car visitors (New Forest 13% of all visitors, South Downs 13% of day visitors and 39% of staying visitors, Lake District 13% of all visitors) which is a significant competitive disadvantage to the Chilterns economy and to social inclusion.

Non-car visitors spend more than the average visitor, increasing this potential. Every 1% of additional visitors who visit this AONB is worth £4 million to the Chilterns economy, so the potential benefit of attracting non-car users at a similar level to the other protected landscapes is worth up to £61 million to the AONB economy.

The rural section of Hertfordshire’s LTP sums up the problem “The character of the county with medium sized and small towns and without a major centre makes for a complex pattern of movements for employment and for services. No village is more than 5 miles from a medium sized town but there are large rural areas of the county where travel other than by car is difficult.”

The challenge of people and place
The Chilterns is one of the most heavily visited landscapes in the UK. 80,000 people live within the physical boundaries of the AONB but over a million people live close to its boundary in major towns including High Wycombe, Luton, Dunstable, Hitchin and Reading while a further 10 million people live within one hour’s travelling time. It has higher visitor numbers than most national parks.

While the AONB itself is not expected to see significant housing growth the area lies between several major growth areas which will see significant development of both business and housing. These include Aylesbury Vale, Luton and Dunstable, Bedfordshire, Milton Keynes and adjacent parts of Hertfordshire. All of these will add significant car use and congestion in the AONB. High Speed Rail 2 passing through the AONB would cause significant pressures during its construction.

The significant advantage of the relationship between the AONB and its surrounding population is that interventions can be focussed on the major points of entry to the area which are the market towns linked by main roads and rail stations.

Focussing on the type of trips that can be changed (purpose)

The proposal aims to improve the local economy by creating new trips by sustainable modes and offering greater choice to potential visitors when staying in the Chilterns. It will also change the behaviour of existing visitors. The Chilterns visitor survey found that the largest proportion of leisure trips to the Chilterns is made by local residents living within the AONB or in adjoining towns (74%). Leisure visitors travelling from outside the 11 districts made up a further 18% of trips.

In addition we recognise that there is a significant opportunity for this investment to deliver additional benefits which can reduce the significant congestion at our chosen Gateway sites. In the three Gateway areas in this proposal over 5 million rail trips are made from the targeted stations.

Local LTPs identify this additional congestion challenge which can be addressed by making sure our project to bring leisure travellers from stations also enables improved access by commuters. For example Buckinghamshire and Oxfordshire LTPs say:

Over 60,000 people travel to work outside Buckinghamshire each day. Buckinghamshire has the second lowest proportion of residents living and working within its boundaries of any county council area in the UK. With the relative ease of access to London by both by road and rail, 13% of the county’s residents commute to the capital on a daily basis.

Henley on Thames road network suffers from high levels of traffic which have to pass through the town centre on the A4155 or A4130. An Air Quality Management Area was declared in 2002 in the town centre. Town centre traffic schemes have helped reduced the levels of pollution, but they still exceed the national air quality objective level.
B2. Evidence

People

We began our analysis by considering the extensive evidence base available from visitor profiles of the Chilterns and our ability to compare it to similar studies of other protected landscapes, such as the New Forest and the South Downs. Additional studies have been carried out on Chilterns Cycleway Users, which gives a detailed understanding of the potential market for visitors choosing cycling. The 2007 Visitor Survey shows that despite many visitors to the Chilterns travelling short distances 94% of all visitors reached the Chilterns by car (94%) and 98% of visitors come from a car owning household.

Of visitors who were residents of the gateway towns sampled 98% owned a car, compared to the national average car ownership of 73% (2001 Census). This access by car and car use is against a background of 55 million visitor trips in 2007, so only 3 million trips are made by sustainable modes.

<table>
<thead>
<tr>
<th>Estimated volume of leisure visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Volume of trips</td>
</tr>
<tr>
<td>Local day trips</td>
</tr>
<tr>
<td>Non-local day trips</td>
</tr>
<tr>
<td>Visitors staying in AONB</td>
</tr>
<tr>
<td>Visitors staying outside AONB*</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

The survey showed that a third of visitors had travelled less than 5 miles, so there were no distance related barriers to choosing an alternative transport mode. This gives us our baseline for change.

<table>
<thead>
<tr>
<th>Car based visits to Chilterns</th>
<th>Million visits per year</th>
<th>Million miles per year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outside AONB catchment</td>
<td>11</td>
<td>1,070</td>
</tr>
<tr>
<td>Under 5m local visits</td>
<td>16</td>
<td>80</td>
</tr>
<tr>
<td>Over 5 mile local visits</td>
<td>27</td>
<td>268</td>
</tr>
<tr>
<td>Total</td>
<td>54</td>
<td>1,418</td>
</tr>
</tbody>
</table>

The further evidence in the surveys enable us to target key groups both for their potential for transport change and the economic impact of attracting new visitors.

Residents of the Chilterns and adjoining towns:
- Local residents are the most prolific visitors making an average of 143 visits per year which translates to around 2.7 trips per week.
- A third of visitors had travelled less than 5 miles.
- Average 3.9 visitors per group. Average spend £8.30 mainly on eating and drinking

Visitors from outside the AONB catchment:
- The Chilterns is characterised by a high level of repeat visits. The survey found that 89% of visitors had visited the Chilterns on at least one occasion previously. Overnight visitors staying outside the Chilterns make an average of 5.6 trips to the Chilterns a year.
- Average length of stay by those staying overnight in the Chilterns was 4.8 nights. Cycling visitors show an average length of stay 2.6 nights
- Average spend per person per day (including accommodation) £71. Most came in groups of 3/4
Having identified the people whose could be attracted to the Chilterns as additional visitors and those whose behaviour is subject to change we have focussed on the places where it can have most impact.

Workshops and development meetings for the project identified the following key characteristics of possible locations, based on best practice, behaviour change theory and locally identified factors:

There must be multi-modal choice – walking, cycling and rail at minimum, plus car parking at locations where local trips could be substituted by bike. The potential for bus integration was explored but the potential was much lower because of fixed routes and limited off peak services.

The evidence from the Visitor and Cycleway Surveys is that visitors make multiple trips to the Chilterns and therefore we can build up usage of alternative transport choices by sampling behaviours. There must be a range of popular leisure destinations within a short cycling distance, including accommodation providers and refreshment services so that entry level visitors can experiment with mode choice, a key component of behaviour change theory. Similarly there should be potential locations for cycle hire at attractions and accommodation sites to encourage sampling behaviours.

The main gateway points (car parks and railway stations) can be integrated and linked to the Chilterns Cycleway by pleasant and prometable links. The links must lend themselves to direct commuting to stations as well as leisure routes out to maximise the investment. The gateway points and accommodation providers should be able to facilitate hire of cycles and electric cycles.

There is existing infrastructure that is under-exploited; in particular the locations must link to the Chilterns Cycleway which is the unifying opportunity for the whole proposal. In 2009 several of the partners in this proposal came together to create and launch the Cycleway, a 170mile circular cycle route in the Chilterns AONB area which brings together not only the destinations on the route but links to over 30 other cycle routes and facilities provided by the local authorities and others. It was launched in summer 2010 at the National Trust property in Ashridge.

The project is specifically aimed at increasing the numbers of leisure cyclists in the Chilterns; the main markets were initially leisure cyclists on day trips and those staying for a short break. The project helps local businesses benefit from cycle tourists.

Following the successful launch of the Cycleway the project team identified that the way to maximise the sustainable use of the route is to add spurs into the principle gateway towns to the Chilterns and additional major tourist draws, particularly the towns with public transport hubs and the significant National Trust properties that lie in or close to the Chilterns.

Many of these spurs have already been drawn up because they are incorporated in other cycle routes. This brings the possibility of a really cost effective implementation because there is limited need for capital expenditure to add the spurs. In the Chilterns Cycleway corridor (3 miles) there are 160 accommodation providers, 190 pubs, 34 cycle shops/cycle hire businesses and over 40 significant visitor attractions.

From the wide range of potential gateways we have selected three locations that meet all criteria:

  Twyford, (Wokingham) Henley on Thames (Oxfordshire)
  Great Missenden, Chesham, Amersham (Buckinghamshire)
  Tring, Berkhamsted (Hertfordshire)
Purpose of trips
From the visitor surveys we are identifying leisure trips as our primary objective. However due to the quality of the evidence we can also subdivide these trips by purpose and activity carried out.

It is relatively straightforward to segment the visits into the purposes that are most easily targeted for significant increases by sustainable modes and for change from existing car trips. These are the 6 million annual trips to attractions, food and drink venues and to specific towns and villages from within the overall 55 million visits.

In addition we will complement our proposals by adding alternative choices to station access so that visitors in and commuters out use common facilities. 5 million local trips will be targeted.

<table>
<thead>
<tr>
<th>Source ORR 2011</th>
<th>Annual Station Trips</th>
<th>Cluster total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amersham</td>
<td>1,218,936</td>
<td></td>
</tr>
<tr>
<td>Chesham</td>
<td>429,000</td>
<td></td>
</tr>
<tr>
<td>Great Missenden</td>
<td>500,418</td>
<td>2,148,354</td>
</tr>
<tr>
<td>Henley</td>
<td>609,410</td>
<td></td>
</tr>
<tr>
<td>Twyford</td>
<td>1,206,166</td>
<td>1,815,576</td>
</tr>
<tr>
<td>Tring</td>
<td>587,744</td>
<td></td>
</tr>
<tr>
<td>Berkhamsted</td>
<td>1,390,488</td>
<td>1,978,232</td>
</tr>
<tr>
<td>Overall total</td>
<td></td>
<td>5,942,162</td>
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B3. Objectives

<table>
<thead>
<tr>
<th>Local Authority LTP 3 Objectives (selected)</th>
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<tbody>
<tr>
<td>Wokingham</td>
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<tr>
<td>Hertfordshire</td>
</tr>
<tr>
<td>Buckinghamshire</td>
</tr>
<tr>
<td>Oxfordshire</td>
</tr>
<tr>
<td>LTP objectives</td>
</tr>
<tr>
<td>- To have a resilient, safe highway network that maximises capacity for all users, enhances the economic prospects of the borough, and promotes sustainable travel</td>
</tr>
<tr>
<td>- To work with partners to promote walking and cycling as a health enhancing physical activity for all of our residents through providing:</td>
</tr>
<tr>
<td>- New cycleways integrated with the existing cycle network</td>
</tr>
<tr>
<td>- Improved cycle parking at stations, businesses and schools</td>
</tr>
<tr>
<td>- To promote an integrated and inclusive public transport network that provides a convenient, acceptable, reliable and affordable alternative to car travel.</td>
</tr>
<tr>
<td>Rural ROWIP/LTP</td>
</tr>
<tr>
<td>- Reduce the number of unnecessary physical barriers on the network</td>
</tr>
<tr>
<td>- Promote Hertfordshire’s countryside to residents and visitors</td>
</tr>
<tr>
<td>- Develop appropriate and well-maintained links into the countryside for use by local people</td>
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<tr>
<td>- Create and develop off-road routes linking communities with places of work, schools and other local facilities</td>
</tr>
<tr>
<td>- Extend the network currently available to cyclists and horse riders</td>
</tr>
<tr>
<td>- Where the network is affected by busy transport routes work to ensure that appropriate measures are taken to improve the safety and attractiveness of the routes for users</td>
</tr>
<tr>
<td>LTP objectives</td>
</tr>
<tr>
<td>- Improve connectivity and access between key centres</td>
</tr>
<tr>
<td>- Maintain or improve the reliability of journey times on key routes</td>
</tr>
<tr>
<td>- Increase the proportion of people travelling by low emission modes of transport</td>
</tr>
<tr>
<td>- Protect, improve and maintain the local environment</td>
</tr>
<tr>
<td>- Improve health by encouraging walking and cycling</td>
</tr>
<tr>
<td>- Reduce the negative impact of poor air quality</td>
</tr>
<tr>
<td>- Encourage and support the delivery and planning of local transport services by local groups, communities and individuals</td>
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<tr>
<td>LTP Rural Strategy</td>
</tr>
<tr>
<td>- Better parking to increase the attractiveness of stations and reduce parking problems in surrounding areas;</td>
</tr>
<tr>
<td>- Better walking and cycling links to stations from nearby villages, particularly where there are no safe routes at present</td>
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<tr>
<td>- Extend the area over which rail services can play an important part in improved rural access.</td>
</tr>
<tr>
<td>- Work with rail companies to improve publicity and marketing</td>
</tr>
<tr>
<td>- Improve connections from villages to nearby towns</td>
</tr>
<tr>
<td>LTP Henley Strategy</td>
</tr>
<tr>
<td>- Walking and cycling - improve facilities for all through developing good clear routes around the town; develop a high quality cycle network make sure urban links join up with rights of way; additional cycle parking locations.</td>
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</tbody>
</table>

Each element of the package was selected to support and complement these objectives:
Encouraging behaviour change through sampling is a proven technique for used in personal travel planning, active travel and other associated “nudge” approaches such as public health. Sampling takes away many barriers of commitment and enables users to adapt behaviours to suit their needs.

Focussed behaviour change packages aimed at local residents will change commuting and leisure behaviour and remove perceived barriers. Making it attractive for visitors to cycle for part of their holiday, and give easy access to a bicycle, including a network of hire centres and electric-assisted bicycles reduces barriers to cycling.

Integrating rail & bike as a coherent network supports public transport use and cycling. The associated promotional activity also builds demand for other sustainable choices such as walking and bus use.

Working with the tourism and leisure sector to educate them in supportive behaviours and the economic potential of non-motorised travellers is vital to presenting the product well and ensuring consistency of approaches.

Developing and co-ordinating wider visitor and commuter information relating to sustainable leisure transport, especially cycling, walking and rail is a vital support to behaviour change and promotion.

Developing an awareness campaign to give visitors confidence that there are choices available to them that do not require a car for internal trips is needed because there is currently little information and low confidence amongst visitors compared to other landscape areas which have developed their choices further. Similarly developing further campaigns persuading visitors to travel to the Chilterns by rail rather than bringing their car at all is a proven approach to the pressure on rural hot spots from car traffic.

SECTION C – The package bid

C1. Package description

To create three promoted Gateways, areas of the AONB which have been selected to combine rail and bus access, the Chilterns Cycleway and a concentration of attractions and tourism businesses.

To concentrate together in the Gateways proven initiatives combining infrastructure, behaviour change, promotion and information.

The primary tools for this project are to promote rail as the alternative mode for travelling to the Chilterns and cycling as an alternative internal mode of transport within the AONB, allowing visitors to make short trips by cycle part of their itinerary and visitor experience. This enables previously excluded non-motorized visitors to be attracted and it enables car based visitors to leave the car at their accommodation for trips after they arrive.

Five approaches are packaged into our three locations:

**Package 1:** Integrating rail & bike as a coherent network, providing itineraries, content, special offers and promotions that link both modes. Investment at stations in signs, cycle parking, bike hire and promotion. Missing links between cycle routes and stations to be filled.

**Package 2:** Working with the tourism and leisure sector to support sustainable travel behaviours and the economic potential of non-motorised travellers. Providing tourism itineraries linking suitable attractions and connections to the Chilterns Cycleway. Opportunities to join the main visitor
accreditation schemes Cyclists Welcome, Walkers Welcome, Green Tourism Award. Providing education, small grants and promotional support.

**Package 3.** Encourage behaviour change through “sampling”, a methodology that introduces change through short trials and experimentation and then reinforces positive outcomes. Provide an extensive CTC behaviour change package aimed at local residents to change commuting and leisure behaviour. Make it attractive for visitors to cycle for part of their holiday, and give easy access to a bicycle, including a network of electric-assisted bicycles.

**Package 4:** Develop and co-ordinate wider visitor and commuter information relating to sustainable leisure transport, especially cycling, walking and rail

**Package 5:** Develop an awareness campaign to give visitors confidence that there are choices available to them that do not require a car for internal trips, including substantial marketing campaigns outside the Chilterns. Develop further campaigns persuading visitors to travel to the Chilterns by rail rather than bringing their car at all.

This combination of measures will:

- Boost the Chilterns economy by attracting visitors who choose other destinations because of lack of travel choice and the 30% of the population without access to cars, especially from the London market.
- Use proven behaviour change and marketing approaches
- Reduce congestion and pressure on car parking in key towns, stations, accommodation providers and visitor attractions.
- Develop safe continuous networks for cycling and walking.
- Set up hire of bikes and electric bikes, conveniently located where people arrive, visit or stay.
- Target information and marketing designed to “nudge” visitors to change travel behaviour and contribute outstanding visitor experiences.

**Package 1 – Bike and Rail Integration**

**Integrating rail & bike as a coherent network, providing itineraries, content, special offers and promotions that link both modes. Investment at stations in signs, cycle parking, bike hire and promotion. Missing links between cycle routes and stations to be filled.**

**Gateway 1: Twyford and Henley on Thames.**

New promoted cycle touring route between main line station at Twyford, the Chilterns Cycleway and Henley utilising existing link to Wargrave. Additional cycle parking potential for commuters at both stations with an Electric Bike Network location close to Henley station.

Extensive itineraries from Henley using the Chilterns Cycleway and then linking to local attractions and venues. Special promotion of National Trust properties at Nuffield and Greys Court.

Further electric bike and cycle hire opportunities in Henley at large accommodation providers.

Promotion of the Chilterns Cycleway by First Great Western on trains and at stations.

**Gateway 2: Great Missenden, Chesham, Amersham**

A triangle of towns with the Chilterns Cycleway linking Amersham and Chesham already. Chesham is already a “Walkers Welcome” town promoting sustainable tourism. Short links needed from Great Missenden to link to the cycleway providing an attractive country lanes itinerary.

Additional cycle parking potential at stations with an Electric Bike Network location in Amersham or Chesham and at large accommodation providers. Supported promotion by Chiltern Railways. Complements “Access to stations” proposals for Amersham Station which are focussed on bus improvements.
Gateway 3: Tring, Berkhamsted

Towns linked by the National Cycle Network and the Grand Union Canal. Outline strategy in place to develop links to the major National Trust property at Ashridge which has already developed a cycle strategy. Further extension itineraries to a wide range of attractions such as Whipsnade Zoo, Dunstable Downs, Aldbury etc.

Support from London Midland Rail which has already made substantial investments in cycle parking at Tring and Berkhamsted. Electric bike possibilities at Ashridge, stations and town centres.

In general this is the main area where there will be a need for small capital interventions to address missing links in the cycle route network and for cycle parking. The programme does not envisage major capital works and if they are needed they will come from other funding sources.

Package 2: Green Tourism and Cyclists Welcome Business Development Plan

Working with the tourism and leisure sector to support sustainable travel behaviours and the economic potential of non-motorised travellers. Providing tourism itineraries linking suitable attractions and connections to the Chilterns Cycleway. Opportunities to join the main visitor accreditation schemes Cyclists Welcome, Walkers Welcome, Green Tourism Award. Providing education, small grants and promotional support.

This package aims to make all the tourism and leisure venues served by the three Gateways aware of the need for sustainable travel and for providing car-free alternatives. The most important additional service provided by accommodation providers will be an integrated offer of station collection and cycle hire which encourages car-free visits with a branded campaign e.g. “Car-free – carefree” There will be an extensive promotion and education campaign working in partnership with local economic development partners who support this bid, for example the Henley Partnership, South Oxfordshire and the Vale of White Horse Economic Development, town councils and Chambers of Commerce. Some businesses will attract grants from the Chilterns Conservation Board Sustainable Development Fund and European funding for diversification of farming and forestry (LEADER).

Business “Champions” will be identified who will provide a local figurehead for the programme.

The Green Tourism Business Scheme is the national sustainable tourism certification scheme which provides a range of environmental advice and auditing tools. Within the scheme the travel criteria provide a good toolkit of measures which complement similar measures in Visit Britain’s Cyclists’ Welcome accreditation. Examples of the travel assessment criteria include:

- Informing guests of public transport options
- Walking/ cycling facilities and information
- Staff travel options
- Public service vehicles
- Eco-friendly vehicles
- Carbon Management

Package 3. Behaviour Change – Cycle Champions

Encourage behaviour change through sampling. Provide an extensive CTC behaviour change package aimed at local residents to change commuting and leisure behaviour. Make it attractive for visitors to cycle for part of their holiday, and give easy access to a bicycle, including a network of electric-assisted bicycles.

This is a tried and tested programme of activity by CTC which has already been developed through Cycle Xtra, CTC’s partnership with Forestry Commission and Hoseasons Holidays. It brings
together additional content from Workplace Challenges which is a highly successful cycling behaviour change programme.

CTC’s development officer works with businesses, local authorities, community groups, property managers, landowners, schools and schools to run series of cycling activities aimed at getting people to try short easy cycling experiences. These are then extended to longer programmes. Adult and family cycle training forms a significant element as do events and challenges.

This has been really successful in creating sustained behaviour change in both rural and urban environments. A typical programme will attract 1500-3000 participants per year, depending on the target audience chosen for the specific interventions.

In the Chilterns there will be three parallel developments in the Gateways with community “champions” established in each town who will lead the programme for specific markets.

Package 4: Sustainable Travel Information Scheme

Develop and co-ordinate wider visitor and commuter information relating to sustainable leisure transport, especially cycling, walking and rail

Package 5: Marketing and Promotion “Car-free – Carefree”.

Develop an awareness campaign to give visitors confidence that there are choices available to them that do not require a car for internal trips, including substantial marketing campaigns outside the Chilterns. Develop further campaigns persuading visitors to travel to the Chilterns by rail rather than bringing their car at all.

This package appears quite straightforward but is actually quite groundbreaking. As far as we know in the protected landscape markets nobody has previously brought together this range of partners to promote a single sustainable transport approach to focussed locations and marketed it vigorously for over two years.

The first package of activity is to ensure that every participating partner, business, rail operator, voluntary sector organisation and local authority provides clear targeted information at every opportunity and in every format.

• Links and information on both individual business, partner, local, regional and national websites
• Input of significant ranger time to support and promote cycling initiatives
• Collation of all infrastructure, resources and improvements that benefit cyclists
• Inclusion of Chiltern Gateway Project information on leaflets, brochures, posters and guide books.
• Inclusion of Chiltern Gateway Project information on local and regional maps
• Stories and articles in both internal and external publications
• Posts on Twitter and Facebook and mentions in outdoor and tourism blogs

This package will be coordinated through the Chilterns Conservation Board which already provides an extensive resource for the area.

The second phase is to build marketing momentum through campaigns focussing on key markets, in particular London and the West Midlands which are connected to the Chilterns by rail links. The boom in cycling in London has created a large community of regular cyclists, many of whom do not use or own cars. Through the national partners (CTC and National Trust) and the supporting rail operators we have the experience and capacity to build national promotional campaigns for car-free travel into the Chilterns.
C2. Package costs

A breakdown of the proposed package of measures with the DfT funding required for individual elements identified by financial year and split between revenue and capital. This should align with the funding profile in Section A.

<table>
<thead>
<tr>
<th>Scheme element 1</th>
<th>£K</th>
<th>2011-12</th>
<th>2012-13</th>
<th>2013-14</th>
<th>2014-15</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Integrating bike and rail</td>
<td>Revenue</td>
<td>40</td>
<td>50</td>
<td>60</td>
<td>150</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Capital</td>
<td>62</td>
<td>64</td>
<td>64</td>
<td>190</td>
<td></td>
</tr>
<tr>
<td>Green business scheme development and support</td>
<td>Revenue</td>
<td>30</td>
<td>30</td>
<td>30</td>
<td>90</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Capital</td>
<td>20</td>
<td>20</td>
<td>20</td>
<td>60</td>
<td></td>
</tr>
<tr>
<td>Scheme element 3</td>
<td>£K</td>
<td>2011-12</td>
<td>2012-13</td>
<td>2013-14</td>
<td>2014-15</td>
<td>Total</td>
</tr>
<tr>
<td>Behaviour change – Cycle Champions programme</td>
<td>Revenue</td>
<td>30</td>
<td>50</td>
<td>50</td>
<td>130</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Capital</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sustainable travel Information scheme</td>
<td>Revenue</td>
<td>25</td>
<td>50</td>
<td>50</td>
<td>125</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Capital</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Scheme element 5</td>
<td>£K</td>
<td>2011-12</td>
<td>2012-13</td>
<td>2013-14</td>
<td>2014-15</td>
<td>Total</td>
</tr>
<tr>
<td>Marketing and promotion – “Car-free – care free”</td>
<td>Revenue</td>
<td>23</td>
<td>40</td>
<td>60</td>
<td>123</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Capital</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>GRAND TOTAL</td>
<td></td>
<td>0</td>
<td>230</td>
<td>304</td>
<td>334</td>
<td>868</td>
</tr>
</tbody>
</table>

C3. Rationale and strategic fit

Rationale - Addressing the transport challenges of the visitor economy

This proposal is strategic and coherent because it is part of a long term strategy for the area developed over several years. As described in Section B2 above, this bid has been developed specifically to address lack of transport choices associated with the existing visitor economy in the bid area and maximise the potential for growth in the visitor economy.

The partners have been working towards this aim for many years with the strategic principles behind this proposal coming from the Chilterns AONB Management Plan.

The Countryside and Rights of Way Act 2000 introduced a statutory duty on local authorities and Conservation Boards to produce a management plan for an AONB. The plan contains policies and actions to conserve the natural beauty of the AONB and to help everyone enjoy it. “The Chilterns AONB Management Plan 2008 – 2013: A Framework for Action” was produced by the Chilterns Conservation Board following a wide consultation with the public and statutory partners. It contains a comprehensive summary of the key issues facing the AONB and the management actions needed to conserve this special place.

The diagram below shows how the rationale for this bid complements policies and proposals in the LTP and other relevant local strategies and plans. All the strategic indicators behind the bid have been in place since 2008, this proposal takes one of the emerging themes and takes it forward as a detailed proposal. It also offers reassurance that it does not impact negatively on particular groups within the community or locations outside the geographical area covered by the bid.
Chilterns AONB Management Plan 2008-2013

Development
Understanding and enjoyment
Social and economic well-being
Climate change
Cross-cutting themes
Delivery Plan

National policies, departments and agencies | Local government | Stakeholders/ community | Projects, initiatives and major developments
--- | --- | --- | ---
Including  
- DEFRA  
- CLG  
- DFT  
- DECC  
- Environment Agency  
- 13 AONB authorities  
- Neighbouring authorities  
- Policy frameworks e.g. LTP  
- Local Development Framework  
- ROWIPs  
- Community - Inclusion  
- Climate Change  
- Air quality, noise  
- Health and wellbeing  
- Local business  
- Charities  
- Voluntary sector  
- Public Transport Operators  
- Landowners  
- Utilities  
Examples  
- Chilterns Cycleway  
- LEADER – economic development support for business diversity  
- High Speed 2 Rail  
- SE Protected landscapes promotion  
- TRANQIL – road safety and quiet lanes  
- National Cycle Network

Emerging shared themes linking economic development and transport

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Problem</th>
</tr>
</thead>
</table>
| The natural beauty of the Chilterns is conserved as a result of sustainable social and economic activity.  
Diversification of the rural economy has long been underway and is essential to remain viable.  
The local tourism economy is significant and much of it is based on visitors coming to enjoy the countryside and seek peace and quiet.  
There is scope for tourism-related businesses to be ‘greener’ and for a closer relationship between tourism spending and the need to sustainably manage the landscape.  
To encourage more visits to the countryside, by local people and visitors by modes rather than car.  
The railway network is excellent and could provide convenient car-free options to visit the countryside.  
There is considerable unrealised potential to attract more staying visitors who spend considerably more per visit.  
97% of visitor trips by car.  
The rising traffic levels pose challenges for the Chilterns, in particular honeypot sites, with issues such as overflow parking and congestion.  
The tranquillity of the Chilterns is under threat from increased vehicular traffic  
Lack of high quality walking and cycling links from some nearby settlements to countryside sites, discouraging local people from walking or cycling rather than driving a short distance.  
Car ownership in the Chilterns is amongst the highest in the country and yet 1 in 12 of households does not have access to a car.  
Low visits by non-traditional visitors including the less mobile, the young, urban-based and ethnic minorities, to visit the countryside.  
Many sites are quiet tucked away places with no facilities at all, including car parking.  

The decision to promote and support combined cycle rail trips from gateways or hubs as a solution fits the analysis perfectly.

People
- Current and potential visitors
- Interested in short trips to attractions, tranquil sites, quiet scenery, green issues
- Currently visiting hot spots or not visiting at all because of negative perceptions and lack of awareness
- Without cars or seeking car-free trips
- High propensity for repeat trips
- Overnight stay potential
Local and from outside the AONB

**Place**
- Low cost, high impact – near access to Chilterns Cycleway, clusters of towns and stations
- With a network of tourism related businesses
- Within short distances of rail stations
- Scope for green itineraries, tranquil places, sustainable attractions
- Accessible to non-car owners in towns and cities

**Purpose**
- Tourism trips, day visits and overnights
- Short itineraries – select visitors with specific target activities – sites, food and drink, villages and towns.
- Cycle hire to complement trips for other purposes.
- Complementary promotion of access to stations as an additional benefit

**Benefits:**
Businesses – high value visitors, higher numbers of visitors
Residents and visitors – better access, reduced congestion, healthier lifestyles, lower travel costs
The environment – lower carbon, noise and improved air quality

**C4. Community support**

The bid has been developed by a consortium involving local government, the statutory sector and voluntary organisations. In development workshops and meetings have engaged all these sectors in developing and refining the proposals to meet shared objectives.

Specifically:

The Chilterns Conservation Board is supported by 13 local authorities and all parish councils from across the Chilterns. It also has eight community board members appointed by the Secretary of State (DEFRA). The board and its members fully support this programme.

The Chilterns Cycleway was developed by a consortium of the Conservation Board working with the local volunteers of two charities (CTC and the Chiltern Society) and local government, all of whom helped develop this bid and are supporting it. Additional support has now been gained from local and regional charities such as the National Trust’s local property managers.

The business, tourism and economic development sectors are well represented with support from bodies such as the Henley Partnership and rail operators.

**SECTION D – Value for money**

**D1. Outcomes and value for money**

**Specific Outcomes**

This is a really tightly focussed, low cost and high impact proposal. It reaches locations that have received little or no sustainable transport investment and no other LSTF funding so small investments open some really “easy wins”

**Support the local economy and facilitate economic development:**
Over £2 million contribution to the local economy within the life of the project for £0.8 million investment, in particular stimulating small business and providing sustainable tourism resource for
Town centres of market towns and rural hinterlands. The interventions will stimulate a long term growth contributing over £1 million per year in new business to the economy after the project ends.

Reduced congestion and improve journey reliability around stations during peak times by switching 25,000 commuter trips from car to bike.

Reduce carbon emissions:
Stimulates the economy without increasing car use and switches mode of existing trips from car use to rail, cycling and walking. Switching travel choice will save 80 tonnes of carbon from local trips and from longer car trips to the AONB switched to rail.

Deliver wider social and economic benefits for the community: The Chilterns visitor economy on has 3% of non-car users, comparable landscapes can provide up to 13% of visitors without cars. The project will specifically promote alternative travel and tourism choices for parts of the population without cars and that are poorly served by buses.

Improve Safety: Implementing safe routes to and from stations in rural areas which are over-represented in casualty statistics.

Bring about improvements to air quality and increased compliance with air quality standards, and wider environmental benefits such as noise reduction:
The long term stimulate of a sustainable tourism sector in the Chilterns requires transport choice which reflects the tourist market’s need for tranquillity in the landscape. A number of town centres have air quality and noise issues, increased tourism growth must not make this situation worse.

Actively promote increased levels of physical activity and associated health benefits:
Creates 450,000 new cycle trips and encourages 20,000 new users to start or increase cycling. Cycling presents a unique opportunity to improve health and well-being, it is recognised that physical activity acts to lower the risk of coronary heart disease, depression, hypertension, anxiety, colon and breast cancer, and diabetes. Much of the non-quantifiable benefits of this programme result from evidence that suggests that non-cyclists have an all-cause mortality 39% higher than regular cyclists. This is the underpinning of the HEAT method used.

Quantifiable benefits

The benefit of the programme is conservatively £2.2 million in the three years of the proposal, for just £0.9 million expenditure. This is a relatively low spend/high return project because it is completely focussed on a number of small proven interventions which reach large numbers of people who form a captive audience. This represents a return on the Department for Transport investment of 2.5:1 in the lifetime of the project.

We estimate the outputs from the programme to be as follows:

<table>
<thead>
<tr>
<th></th>
<th>2012/13</th>
<th>2013/14</th>
<th>2014/15</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>New visitors per year</td>
<td>806</td>
<td>2,688</td>
<td>2,688</td>
<td>6181</td>
</tr>
<tr>
<td>Total participants engaged</td>
<td>2,600</td>
<td>8,600</td>
<td>8600</td>
<td>19,800</td>
</tr>
<tr>
<td>Existing visitor trips switched mode from car per year</td>
<td>21,000</td>
<td>74,000</td>
<td>100,000</td>
<td>194,000</td>
</tr>
<tr>
<td>Commuter trips to stations switching from car per year</td>
<td>3,000</td>
<td>9,000</td>
<td>13,000</td>
<td>25,000</td>
</tr>
<tr>
<td>Increased cycle mileage</td>
<td>21,000</td>
<td>82,000</td>
<td>112,000</td>
<td>215,000</td>
</tr>
<tr>
<td>Increased rail mileage</td>
<td>45,000</td>
<td>173,000</td>
<td>236,000</td>
<td>454,000</td>
</tr>
<tr>
<td>Decreased car mileage</td>
<td>55,000</td>
<td>211,000</td>
<td>289,000</td>
<td>555,000</td>
</tr>
<tr>
<td>Economic growth generated</td>
<td>£202,000</td>
<td>£774,000</td>
<td>£1,060,000</td>
<td>£2,037,000</td>
</tr>
<tr>
<td>Transport benefit generated</td>
<td>£14,000</td>
<td>£49,000</td>
<td>£59,000</td>
<td>£122,000</td>
</tr>
</tbody>
</table>

* See assumptions below.
**Value for Money and affordability**

This programme is value for money because:

The quantifiable benefits set out above show a minimum return of £2.0 million from this programme. At a cost of £0.8 million this is an immediate return of 2.5:1 to for this investment.

The actual delivery cost per person for the participants is £43 per person which is exceptionally low compared to similar interventions. For example similar health initiatives can cost up to £5,000 per person.

It also meets the Department’s objective to fund more proposals by bidding for a small level of funding that is highly targeted and realistic for the locations being addressed.

**Wider benefits and integration with policy objectives**

The Gateways chosen have been selected because they provide the best fit with the objectives of the project, partners and supporters. However the publicity and awareness building will reach the wider Chilterns catchment area of up to 10 million people. Promotion of sustainable tourism on rail routes in to main line termini will reach audiences of millions and will be a breakthrough of its kind for no cost to the department as it comes as part of partnership working with rail operators.

There are several other key destinations in the Chilterns that fall outside the immediate catchment of our gateways that will be able to use all of the materials, infrastructure and professional training developed for the project.

If the Chilterns were to match any of the comparable protected landscapes mode share of non-car users it would save 26,000 tonnes of carbon emissions per year, this programme is designed to launch that step change in thinking about tourism travel in the area.

Our approach uses a Big Society approach at a local level so that transport behaviour change becomes part of everybody’s contribution to society, not just local government. The huge diversity of local providers giving their time and expertise on an in kind basis saves the programme a minimum of £0.5 million

Using this low cost method to achieve government objectives through a voluntary sector provider is in line with the Government’s Comprehensive Spending review “sharing responsibility by changing the role of the state and how services are provided”; “Increasing the diversity of provision helps share that responsibility across society”; “delivered by non-state providers including voluntary groups”.

The programme delivers behaviour change through sustainable methodologies. Not only will our local interventions continue on the ground because of the way we structure them but the focus on education and development means that businesses and local champions are set up with long term skills and economic return not a one-off intervention that they lose when the funding disappears. The impact on congestion, carbon and health will continue beyond the funding period.

**Assumptions used in calculations**

Conservative estimate of 50% of new participants continue at the same rate as that achieved in the intervention year in subsequent years.

<table>
<thead>
<tr>
<th>Economic impact based in existing visitor profile</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Spend/day</td>
<td>Days per year</td>
<td></td>
</tr>
<tr>
<td>Day visitors</td>
<td>£8.30</td>
<td>32</td>
</tr>
<tr>
<td>Overnights</td>
<td>£71</td>
<td>2.6</td>
</tr>
</tbody>
</table>
An overall reduction of 0.5 million car miles provides to a saving in the externalities imposed through congestion poor air quality, greenhouse gas emissions and road safety over the course of the programme (using the average marginal external cost for cars from TAG 3.9.5).

Using only the participants who commute and benefit from reduced sickness absence, we estimate the benefits from increased productivity using SQW, Planning for Cycling – assumes £47.69 per year per regular commuting cyclist.

A full appraisal for this intervention has not been attempted – no benefits have been estimated for beyond 2015 and benefits have not been discounted.

**D2. Financial sustainability**

There are two principal areas of sustainability for the project.

The first is the development and promotion of the visitor offer. The intention for this area of the project is that awareness of the offer and collaboration between existing businesses is developed to the point where it has its own momentum and can be continued by the participants beyond the lifetime of the project. Existing and new networks will be established and enhanced so they can continue once the LSTF funding ends. The information packages and other materials that are produced during the project will continue to be available after the project and the costs of updating them are likely to be lower than the costs of producing new materials.

For the new business opportunities created such as cycle hire and electric bike hire it is shown by developments elsewhere that these can become sustainable in two years as they have very limited overheads. The business case assumes that they will develop self sufficient income streams by the end of the project.

**SECTION E – Deliverability**

**E1. Implementation**

The management framework for this proposal will follow successful structures developed for delivery of other partnerships involving the lead partners. The agreements used to steer and deliver Bike Club nationally are a model already recognised by DfT. WBC as lead partner will have a tripartite memorandum of understanding with CTC and CCB. This agreement specifies overall governance arrangements, delivery and financial requirements. CTC will take overall responsibility for design and delivery of interventions. CCB will have overall responsibility for hosting, local dissemination and supporter engagement.

Project Steering Group – Strategic leadership for the project – one senior officer from each partner, project lead. Officers from each supporting Council, will also be invited to attend. Frequency probably quarterly.

Project Working Group – To include project lead officers from each council, project managers from delivery partners and supporters, sustainable visitor travel officers, CVS development officers, representatives from transport team and tourism services, representatives from Planning and Economic Development services.

Project Stakeholder Group – Workshop style groups held to inform stakeholders of project progress and to encourage participation in the delivery of elements of the project – expected to include wide invitation list to all supporting and participating organisations. Frequency probably twice per year.
E2. Output milestones

By March 2013
Bike & rail:
Preferred routes to all stations identified, cycle parking counts completed. Investment in 1 link route per gateway, 800 new users attracted to routes, itineraries and venues. Itineraries created in every gateway. One new cycle hire/electric cycle point identified and commissioned.

Behaviour change: Officer in place, first projects commissioned, 20 champions trained, 1600 participants reached.

Green travel & tourism scheme commissioned, training materials designed, accreditation purchased, cycle parking provided at key sites. Pilot with 20 businesses.

Library of sources collated. Branding and design completed, first materials created. Marketing campaign for Chilterns Cycleway started with rail operators and other partners.

By March 2014
Major investment in marketing and promotion, web, social media, on line resources, business packs, rail promotion. Special events and rides to increase local awareness. 2000 attendees and trials.

Second round of investment in cycle rail links and parking. Missing links filled, new signs and routes in place. Scaled up promotion of new itineraries from stations, involvement of local holiday operators and venues. Active travel campaign based at stations. 2,000 users of links, routes and parking.

Business scheme rolled out to two full gateways and piloted in third. Economic measurement in place.

Full year of behaviour change programme reaches 4,000 people. Voluntary Community Cycling Champions teams in each gateway. Schools outdoor activity programme launched.

By March 2015
Competed all proposed routes, upgrades and links.
2,500 new visitors identified by surveys using the Chilterns Cycleway and associated links in the gateways. Average 2000 new trips to each participating station.

Business scheme with over 150 participants from all sectors. Cycle parking audit and remainder of capital investment in small business cycle parking.

Exit strategy – measures taken over by local partnerships in each Gateway. Roll out successes to the rest of the AONB.

E3. Summary of key risks

Effective risk management requires a reporting and review structure to ensure that risks are identified and assessed and that appropriate controls and responses are in place.

The format below is based on the format recommended by CIPFA, the Chartered Institute of Public Finance and Accountancy. It enables both the assessment of risk and the management of risk to be summarised in one document.

Each risk is then evaluated by assessing both its likelihood and its impact on a scale of 1 to 4. The two scores are then multiplied to give an overall risk score. (For example a likelihood score of 3, with a severity of impact if it occurred of 4 would give an overall score of 12).
The next step is to manage each risk by identifying a suitable response.

The Risk Register is a live document that will be reviewed and amended on a regular basis. The partnership will review the latest version every six months.

<table>
<thead>
<tr>
<th>Risk Description</th>
<th>Assessment – No controls in place</th>
<th>Management Procedures</th>
<th>Assessment – after controls in place</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>L’hood</td>
<td>Impa</td>
<td>Scor</td>
</tr>
<tr>
<td>Poor strategies, design of packages and forward planning</td>
<td>2</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>Inadequate reporting and monitoring e.g. loss of control, accuracy, timeliness</td>
<td>2</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>Partnerships – loss partners, change in status of partners, loss of reputation of partners, change in political leadership</td>
<td>3</td>
<td>3</td>
<td>9</td>
</tr>
<tr>
<td>Personnel risks e.g. Recruitment, performance of key personnel</td>
<td>2</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>Quality of interventions e.g. not delivering outcomes</td>
<td>3</td>
<td>3</td>
<td>9</td>
</tr>
<tr>
<td>External market effects – e.g. long term economic impact on tourism or cycling</td>
<td>1</td>
<td>2</td>
<td>2</td>
</tr>
</tbody>
</table>

**E4. Project evaluation**

We will be using proven methods provided by CTC from their work with the Department, the Active Travel Consortium and Cycling England. We are entirely happy to share this evaluation with the department and other organisations that may benefit from this approach. In particular we believe that this will be the only projects of this type carried out within the 26 AONBs across the UK and will provide a valuable future resource when promoting sustainable travel in the rural and visitor economy.

The Chiltern’s Visitor Survey will provide a valuable baseline evaluation.
Sustainable Chilterns Gateways

Letters of Support
Transport for Buckinghamshire

Head of Transport: Jim Stevens

Matthew Gould,
Team Leader for Traffic, Transport and Road Safety,
Wokingham Borough Council
Place Based Services
P.O. Box 153, Shute End,
Wokingham, Berkshire
RG40 1WL

Date: 16th February 2012

Dear Matthew

Thank you for inviting Buckinghamshire County Council to support the Chilterns Sustainable Gateways bid to the LSTF.

Our authority has supported the Chilterns Cycleway since its inception and we see significant additional value in the Sustainable Chilterns Gateways bid as it will address some of the many barriers to sustainable transport that exist in the rural areas of the county and restrain the development of sustainable tourism.

We will be actively supporting the creation of a sustainable tourism and travel gateway in Great Missenden, Chesham, and Amersham.

It is entirely complementary to our Local Transport Plan and does not replicate any other activity we have applied for as part of the LSTF process.

In support of this initiative we will commit the following local support. We will provide staff time to the development of the project and its management, we will continue to maintain and support the infrastructure that is needed to enable the proposal to go forward and where we can we will be looking for additional funding to help address the quality of the infrastructure missing links between stations and other facilities. In addition we will seek to build the proposal into our promotion of Active Travel and tourism in the county which will mean a significant increase in awareness of the activities proposed.

We believe this support will be worth at least £50,000 over the duration of the project.

Yours sincerely

Rebecca Dengler
Team Leader - Sustainable Travel
01296 383902
rdengler@buckscc.gov.uk
Dear Matthew,

SUSTAINABLE CHILTERNS GATEWAY

Thank you for inviting Hertfordshire County Council to support the Chilterns Sustainable Gateways bid to the LSTF.

Our authority has supported the Chilterns Cycleway since its inception and we see significant additional value in the Sustainable Chilterns Gateways bid as it will address some of the many barriers to sustainable transport that exist in the rural areas of the county and restrain the development of sustainable tourism.

We will be actively supporting the creation of a sustainable tourism and travel gateway in Tring and Berkhamsted.

It is complementary to our Local Transport Plan objectives and does not replicate any other activity we have applied for as part of the LSTF process.

In support of this initiative we will provide staff time to the development of the initiative and its management, we will continue to maintain and support the Chilterns Cycleway. In addition we will build the proposal into our promotion of Active Travel in the county which will mean a significant increase in awareness of the activities proposed.
We believe this support will be worth at least £50,000 in the three year duration of the project.

Yours sincerely,

Trevor Mason
Team Leader – Safe and Sustainable Journeys
Matthew Gould,
Team Leader for Traffic, Transport and Road Safety,
Wokingham Borough Council
Place Based Services
P.O. Box 153, Shute End,
Wokingham, Berkshire
RG40 1WL

Dear Matthew,

The Chilterns Conservation Board is delighted to support the Chilterns Sustainable Gateways bid to the Local Sustainable Transport Fund. The Chilterns Conservation Board have been partners with the CTC in the development of the Chilterns Cycleway from the start, and continue to manage the promotion and development of the Chilterns Cycleway.

The Chilterns Cycleway has been a great success and we have received positive feedback from many businesses along the route and from cyclists using the route (we conducted a visitor survey last summer). The Cycleway would benefit from the more intensive promotion the LSTF project would provide and from better facilities where there are currently gaps (e.g. bike hire). There is great scope to improve links between the gateway hubs identified in the bid and the Chilterns Cycleway and this supports and builds on many current tourism initiatives to develop tourism at these locations. The LSTF project would attract more leisure cyclists, benefitting the many hundreds of tourism businesses along the route.

We have already demonstrated our support to the development of the project and we now believe it will make an important contribution to the sustainability of the Chilterns.

In support of this initiative we would be able to host the cycling development post at our office and we would also offer some staff time to assist with the management of the project, publicity work, facilitation of the cycle route and liaison with local partners. This local contribution is worth £50,000 to the project.

Yours sincerely

Annette Venters
Strategic Access Officer
1st February 2012.

Mr M Gould  
Team Leader for Traffic Transport and Road Safety  
Place Based Services  
Wokingham Borough Council  
Shute End  
Wokingham RG40 1BN

Dear Matt

Wokingham Local Sustainable Transport Fund Bid: Chilterns Gateways

CTC, the national cyclists' organisation would like to express support for Wokingham Borough Council's Local Sustainable Transport Fund Bid for Chilterns Gateways.

The bid provides a significant opportunity to introduce a range of targeted cycling improvements that will promote and improve facilities for cyclists on the A329 corridor linking Reading and Bracknell.

CTC's commitment to the bid is to provide the partnership with the opportunity to utilise CTC's cycling expertise through the provision of a dedicated cycling officer from our behaviour change team. CTC will also provide match funding for the package should the LSTF bid be successful the value of the match funding will be no less than £50,000 over the fund period. The officer will have the full support and backing of the CTC team and will be able to access the accumulated pool of resources that are currently used to successfully promote cycling across the country.

As a founding partner in the Chilterns Cycleway CTC has established a number of key partnerships with regional businesses and neighbouring local authorities all of which can be exploited to achieve the goal of increasing levels of cycling activity.

We very much look forward to working with you

Yours sincerely

[Signature]

Kevin Mayne  
Chief Executive
Dear Mr Gould

I am writing to express the support of the National Trust for the Chilterns Gateway Project bid.

The National Trust’s founding purpose is to promote the permanent preservation of sites of beauty or historic interest forever for everyone. Our responsibility to give these places a life far into the future means caring for them beautifully, helping them to evolve over time and acting in a way that helps protect the planet we’re part of.

Our places are open to all, and we thrive by involving as many people as possible in what we do – local communities, members, visitors, volunteers, donors and partners. We help people belong to places and places belong to people.

These core beliefs as well as current regional priorities to get more people outdoors and closer to nature and to encourage wellness and health in our outdoor places, aligns perfectly with the aspiration to provide more sustainable transport choices and to facilitate access to the wider countryside from Chilterns railway stations.

As well as direct support from local properties (Grey’s Court, Nuffield and the Ashridge Estate) this scheme would also benefit from regional support across the whole of London and the South East. As a national organisation, we are keen to support and engage with cyclists and this project offers an exciting opportunity to work with a partner facilitating sustainable transport solutions.

This project clearly aligns with works already planned by the National Trust in the region to encourage cycling and welcome cyclists such as; circular family cycling routes, improved trails and way-marking and improved on-line cycling information. It would also allow our sites to be enjoyed by a wider audience and help our existing visitors to make use of lower carbon transport options.

Cont’d/.....
The involvement of National Trust properties will also provide incentives for more people to use the scheme as we offer a variety of experiences in the Chilterns from recently reinvigorated mansion houses with high quality catering and retail outlets to outstandingly maintained areas of ancient park and woodland.

Benefits to the Chilterns Gateway Project could include;

- Links and information on both individual property and regional websites
- Input of significant ranger time to support and promote cycling initiatives
- Infrastructure improvements that benefit cyclists
- Inclusion of Chiltern Gateway Project information on site welcome leaflets
- Inclusion of Chiltern Gateway Project information on regional maps
- Stories and articles in both internal and external National Trust magazines
- Support from our social media team with posts on Twitter and Facebook and mentions in outdoor blogs
- A willingness to provide additional facilities and information if funding can be found such as increased cycle racks and improved cycling leaflets.
- Measurement of visitor enjoyment

It is hard to put an accurate monetary value on this contribution but based on previous media campaigns and current ranger costs it is estimated that the benefit of the National Trust's support will be in excess of £10,000 per annum per property giving close to £100,000 over the three year life of the project.

The success of this project will facilitate increased access to the Chilterns AONB as well as promoting sustainable transport and tourism, thus contributing to greater appreciation and protection of this important landscape.

As a campaigning organisation and in accordance with our principles, therefore, the National Trust strongly supports this project and looks forward to making a contribution towards its success in the future.

Yours sincerely

Doug Stewart
Consultancy Manager (Outdoors) London and the South East

Richard Henderson
General Manager

Graeme Cannon
Property Manager Ashridge Estate
Matthew Gould,
Team Leader for Traffic, Transport and Road Safety.
Wokingham Borough Council
Place Based Services
P.O. Box 153, Shute End,
Wokingham, Berkshire
RG40 1WL

Dear Matthew,

The Chiltern Society is delighted to be in joint partnership with the Chilterns Conservation Board and the Cyclists Touring Club in the creation of the Chilterns Cycleway and look forward to continuing the development of cycling in the Chilterns. The Chiltern Society is happy to support the Chilterns Sustainable Gateways bid to the Local Sustainable Transport Fund.

We have already demonstrated our support to the development of the project and we now believe it will make an important contribution to the sustainability of the Chilterns.

In support of this initiative we will provide staff time and resources to the development of the project and its management and we will continue to sit on the steering group managing the project.

As our contribution to the project the Society will continue and extend our ranger network that supports the Chilterns Cycleway and which plays a vital role in the quality of the route. We will extend this to include the links and itineraries for the Gateways project working with partners such as the local authorities, CTC and the Chilterns Conservation Board. This local contribution is worth £65,000 to the project.

Yours sincerely

Jenny Gilmore
Director
Keith Baker  
Executive Member for Highways and Transport.  
Wokingham Borough Council  
c/o Annette, Venters, Chilterns Conservation Board  
90 Station Road  
Chinnor  
OX39 4HA

12th November 2012

Dear Keith,

Sustainable Chilterns Gateways LSTF bid: Letter of Support from the Henley Partnership

The Henley Partnership Tourism Group is pleased to support the Chilterns Gateway LSTF project. It will bring to the Chilterns area, which includes Henley-on-Thames, at least 3 significant benefits which are already in the Henley Tourism Strategy and Action plan.

- It will encourage more leisure visitors to the Chilterns and benefit the local economy, particularly the market towns in the three hubs identified within the bid (Tring, Berkhamsted, Great Missenden, Chesham, Amersham, Henley-on-Thames and Twyford). These market towns have a good range of visitor amenities (visitor accommodation, cafes, pubs, interesting shops, market days, visitor attractions) and are well placed to provide for and benefit from tourists. This is exactly Henley's Tourism main goal and situation.

- There will be additional promotion of the Chilterns Cycleway, attracting more leisure cyclists. The Chilterns Cycleway has already benefitted many B&Bs and businesses along the route (as demonstrated by the recent visitor survey) and has proved very popular with cyclists, but it would benefit from the more intensive promotion the LSTF project would provide and from better facilities where there are currently gaps (e.g. bike hire). In Henley, we have already pledged to try to get Bicycle stands for parking, we have had preliminary discussions with a bicycle hire shop, not far from the river and even thought about a Boris Bike scheme! I have already discussed with the Chilterns Observation Board the need to encourage more cyclist to come to Henley via the Chilterns Cycleway and
vive versa, I imagine this situation will also apply to the other hub towns. The resulting schemes can be well publicised through our Tourist Information Centres.

- The Chilterns is one of the most popular protected landscapes for walking, cycling and enjoyment of the countryside. However there are congestion hot-spots in the Chilterns, often in and around the market towns which can be an important factor spoiling peoples’ enjoyment of their visit (as shown by visitor surveys) and also impacting on the quality of the Chilterns environment. This project will help reduce congestion in and around the market towns within the three hubs. It will also help those families/people who do not have a car, to reach places of outstanding beauty which they might otherwise miss. Improving access to this area is also one of our targets.

In addition, we are just forming an active link with the ‘Our land’ Project which should help to strengthen the links between us all.

Yours sincerely,

[Signature]

Anne Jones

Chairman, the Henley Partnership Tourism Group

c/o 8 Boathouse Reach
    Henley-on-Thames
    RG9 1TJ
Matthew Gould,
Team Leader for Traffic, Transport and Road Safety.
Wokingham Borough Council
Place Based Services
P.O. Box 153, Shute End,
Wokingham, Berkshire
RG40 1WL

23 February 2012

Dear Matthew,

Thank you for inviting First Great Western to support the Chilterns Sustainable Gateways bid to the LSTF.

Our company supports this bid. We believe it will be a real opportunity to promote sustainable travel and improve the sustainability of station access. We will be actively supporting the creation of a sustainable tourism and travel gateway in Twyford and Henley on Thames.

In support of this initiative we are able to provide staff time and resources to the development of the project and its management. We will also be pleased to sit on the steering group for the gateway. In addition we will be able to promote the programme to the many passengers who travel on our trains and through the stations we manage. Together with promotion on our web site, this input has a considerable market value which we are pleased to offer as our local contribution. Access to our stations is always under review and through this letter of support we will be looking to work with the programme to build opportunities for cycle hire at or close to at least one of the stations in the gateway and to extend cycle parking as proposed in the bid. This will have a commercial market value which may also be recognised as a local contribution.

First Great Western can commit to support the project up to the review of our franchise in 2013. If we are successful in renewing the franchise we will continue support at a similar level, if not we will strongly recommend the project to our successors as an important local initiative.

We believe this support will be worth at least £40,000 in the duration of the project and we can firmly commit to a third of this before our franchise ends.

Yours sincerely

Andy Saunders
Integrated Transport & Partnerships Manager

First Great Western
4th Floor | Milford House | 1 Milford Street | Swindon SN1 1HL
E: andrew.saunders@firstgroup.com | M: 07736 087 655

First Great Western Limited | Registered in England and Wales | number 05113733
Registered office: Milford House, 1 Milford Street, Swindon SN1 1HL
Matthew Gould,
Team Leader for Traffic, Transport and Road Safety.
Wokingham Borough Council
Place Based Services
P.O. Box 153, Shute End,
Wokingham, Berkshire
RG40 1WL

20/02/2012

Chilterns Sustainable Gateways bid to the LSTF

Dear Matthew,

Further to our previous correspondence and conversation this letter gives formal support to the Chilterns Sustainable Gateways bid to the LSTF.

Not only will the Gateway initiative be a real opportunity to promote sustainable travel, it will also improve the sustainability of station access. We will be actively supporting the creation of a sustainable tourism and travel gateway in Great Missenden and Amersham.

In support of this initiative we will provide staff time and resources to the development of the project as well as its management and we are happy to sit on the steering group for the gateway.

In addition we will be able to promote the programme to 20m passengers who travel on our trains and through the stations we manage each year. Together with promotion on our web site this has a considerable market value which we are pleased to offer as a local contribution. Access to our stations is always under review and through this letter of support we will be looking to work with the programme to build opportunities to extend cycle parking as proposed in the bid. This will have a commercial market value which may also be recognised as a local contribution.

We believe this support will be worth at least £15,000 over the life of the scheme.

Yours sincerely

Diggory Waite
Kevin Mayne  
Chief Executive  
CTC and CTC Charitable Trust  

16 February 2012

Dear Kevin

Local Sustainable Transport Fund

We are keen to encourage passengers to access our railway stations by using sustainable methods of transport. We are therefore delighted to support CTC’s bid to the Local Sustainable Transport Fund.

A benefit of having more of our passengers travelling from and to the station sustainably is that it reduces the reliance on single-occupancy car usage, hence reducing emissions and congestion. It improves access to social, community and leisure activities as well as to education and employment. We have recently invested around £80,000 to modernise and extend cycle storage at Berkhamsted and Tring stations so it is a logical step to plug these stations into a much wider scheme to open up the Chiltern AONB to sustainable transport.

Thank you for this opportunity to back your bid.

Yours Sincerely

Gerard Burgess  
Partnerships Manager  
London Midland  
07771 831019
Matt Gould  
Wokingham Borough Council  
Chilterns LSTF Lead  

20th February 2012  

CHILTERNS LOCAL SUSTAINABLE TRANSPORT FUND BID  

Dear Matt,  

I am writing to formally express the support of the Electric Bicycle Network and Electric Travel CIC for the Chilterns area LSTF bid. As you know we are very supportive of the objectives of the bid and have already played a small part in shaping the content.  

We passionately believe that electric bicycles can break down barriers to more sustainable travel as they allow riders to dismiss headwinds and hills whatever their level of fitness. They broaden the scope of any cycling or sustainable travel project by allowing practically anyone to ‘have a go’. We believe an electric bicycle network as part of the Chilterns LSTF programme can play an important part in its success and are very pleased to be in a position to deliver this should the bid be successful. We are so convinced of its potential that we will equally match any contribution provided by LSTF for the Electric Bicycle Network up to £50k per annum.  

The Electric Bicycle Network is a key project of our Community Interest Company - Electric Travel CIC. Profits for the project are put back towards our objective of getting more people cycling using electric bicycles. Working through local businesses we establish networks of hire and charge points linked by scenic routes to create a tourist infrastructure for electric bicycle riding. Networks currently exist in the Peak District, Lake District and Devon Exe Estuary, with new networks in 2012 including the South Downs National park. The Chilterns is highly suitable for a Network as it will remove gradient as a barrier to cycling, promote and strengthen embryonic local business networks, play a part in promoting tourism for the local economy, and of course provide a sustainable travel option for visitors, tourists, communities and local individuals.  

As part of the overall programme, the Electric Bicycle Network can help deliver health and well-being benefits, reduce the number of short car journeys and tourist reliance on cars in favour of trips by bicycle, as well as boosting low-carbon, economic growth in the community by providing opportunities for sustainable travel and tourism. We hope the bid is successful.  

Yours sincerely,  

Steve Garidis  
(Director – Electric Travel CIC)
Keith Baker  
Executive Member for Highways and Transport.  
Wokingham Borough Council  
c/o Annette, Venters, Chilterns Conservation Board  
90 Station Road  
Chinnor  
OX39 4HA  

February 2012  

Dear Keith,

Sustainable Chilterns Gateways LSTF bid: Letter of Support

We are pleased to offer our support for the Chilterns Gateway LSTF project which will bring the following benefits to the Chilterns area:

- It will encourage more leisure visitors to the Chilterns and benefit the local economy, particularly the market towns in the three hubs identified within the bid (Tring, Berkhamsted, Great Missenden, Chesham, Amersham, Henley-on-Thames and Tywford). These market towns have a good range of visitor amenities (visitor accommodation, cafes, pubs, interesting shops, market days, visitor attractions) and are well placed to provide for and benefit from tourists.

- There will be additional promotion of the Chilterns Cycleway, attracting more leisure cyclists. The Chilterns Cycleway has already benefitted many B&Bs and businesses along the route (as demonstrated by the recent visitor survey) and has proved very popular with cyclists, but it would benefit from the more intensive promotion the LSTF project would provide and from better facilities where there are currently gaps (eg bike hire).

- The Chilterns is one of the most popular protected landscapes for walking, cycling and enjoyment of the countryside. However there are car congestion hot-spots in the Chilterns, often in and around the market towns which can be an important factor spoiling peoples’ enjoyment of their visit (as shown by visitor surveys) and also impacting on the quality of the Chilterns environment. This project will help reduce congestion in and around the market towns within the three hubs.

Yours sincerely,

Peter Conerton  
Chairman  
Tring Together
Chesham Town Council

Bill Richards
Town Clerk

Mr Keith Baker
Executive Member for Highways and Transport.
Wokingham Borough Council
c/o Annette Venters,
Chilterns Conservation Board
90 Station Road
Chinnor
OX39 4HA

Our ref: C. 111
22 February, 2012

Dear Cllr Baker

Sustainable Chilterns Gateways LSTF bid: Letter of Support

Chesham Town Council is pleased to offer our support for the Chilterns Gateway LSTF project which we believe will bring the following benefits both to the Chilterns area and to the town of Chesham itself:

- It will encourage more leisure visitors to the Chilterns and benefit the local economy, particularly the market towns in the three hubs identified within the bid. These market towns have a good range of visitor amenities (visitor accommodation, cafes, pubs, interesting shops, market days, visitor attractions) and are well placed to provide for and benefit from tourists. Moreover, Chesham has become the first ‘Walkers are Welcome’ town in this region and we believe that gaining similar status for the area in respect of cycling would only enhance the town’s reputation in welcoming sustainable modes of transport. Chesham itself is lucky enough to be at the end of the Metropolitan tube line so is able to be accessed by visitors with cycles from London and we are keen to promote this to boost local tourism.

- There will be additional promotion of the Chilterns Cycleway, attracting more leisure cyclists. The Chilterns Cycleway has already benefited many B&Bs and businesses along the route (as demonstrated by the recent visitor survey) and has proved very popular with cyclists, but it would benefit from the more intensive promotion the LSTF project would provide and from better facilities where there are currently gaps (eg bike hire).
The Chilterns is one of the most popular protected landscapes for walking, cycling and enjoyment of the countryside. However there are congestion hot-spots in the Chilterns, often in and around the market towns which can be an important factor spoiling peoples' enjoyment of their visit (as shown by visitor surveys) and also impacting on the quality of the Chilterns environment. This project will help reduce congestion in and around the market towns within the three hubs.

The Town Council is keen to commit to improving cycling in and out of town and indeed has very recently set up a working party to progress this. It has met with the Buckinghamshire County Council’s Cycling Officer in the Sustainable Travel Team and awaits his recommendations for improvements to cycling routes within town. A successful Chilterns Gateways LSTF bid would undoubtedly be a major boost to improving cycling both in and out of town in Chesham.

Yours sincerely

Bill Richards
Chesham Town Clerk
Dear Keith,

**Sustainable Chilterns Gateways LSTF bid: Letter of Support**

We are pleased to offer our support for the Chilterns Gateway LSTF project which will bring the following benefits to the Chilterns area:

- It will encourage more leisure visitors to the Chilterns and benefit the local economy, particularly the market towns in the three hubs identified within the bid (Tring, Berkhamsted, Great Missenden, Chesham, Amersham, Henley-on-Thames and Tywford). These market towns have a good range of visitor amenities (visitor accommodation, cafes, pubs, interesting shops, market days, visitor attractions) and are well placed to provide for and benefit from tourists.
- There will be additional promotion of the Chilterns Cycleway, attracting more leisure cyclists. The Chilterns Cycleway has already benefitted many B&Bs and businesses along the route (as demonstrated by the recent visitor survey) and has proved very popular with cyclists, but it would benefit from the more intensive promotion the LSTF project would provide and from better facilities where there are currently gaps (e.g., bike hire).

- The rail networks to the Chilterns allow for cyclists to visit using sustainable transport and this project will enable more cyclists to enjoy the Chilterns.

- The Chilterns Cycleway is a vital link to many small businesses, cafes, shops, pubs, and camp sites, that are based on the route. Further promotion of the Cycleway will benefit these rural businesses.

- The Chilterns is one of the most popular protected landscapes for walking, cycling and enjoyment of the countryside. However, there are congestion hot-spots in the Chilterns, often in and around the market towns which can be an important factor spoiling peoples’ enjoyment of their visit (as shown by visitor surveys) and also impacting on the quality of the Chilterns environment. This project will help reduce congestion in and around the market towns within the three hubs.

- The stimulation of rural tourism in the Chilterns pays is well rewarded as the market for sustainable tourism has ready access by rail but needs incentivising initially.

- Sustainable tourism fits with the market place recognised by the Chiltern Tourism Network.

- Chesham is a “Transition Town” and therefore there would be significant local support for sustainable tourism.

LEADER has had the privilege of working with many of the organisations mentioned in the bid and can readily understand the community and business benefits that would be supported or generated if this were successful.

Yours sincerely

Nick Phillips
Manager LEADER Programme

Chilterns Aylesbury Vale and Rural Milton Keynes.
Kevin Mayne  
Chief Executive  
CTC and CTC Charitable Trust

By Email

Our ref:  
Please ask for: Keith Stenning

Your ref:  
HighwaysEnquiries@oxfordshire.gov.uk

24 February 2012

Dear Kevin

Sustainable Chilterns Gateways LSTF bid

Further to our recent email correspondence regarding your second bid, I can confirm that Oxfordshire County Council continues to support the bid in principle.

I regret that I have been unable to quantify this support in financial terms as funding streams are extremely limited at this time but we are looking at what identify funding in both general terms and in specific terms when you have identified key projects.

Yours sincerely

Keith Stenning  
Area Steward – South

Steve Howell – Deputy Director of Environment & Economy, Highways & Transport
Chilterns Sustainable Gateways

Draft Lead Partners Memorandum of Understanding
MEMORANDUM OF UNDERSTANDING
(Draft subject to any required amendments under the terms of Department for Transport funding and final agreement by the parties)

Date day of

PARTIES
(1) Wokingham Borough Council (WBC) P.O. Box 153, Shute End, Wokingham, Berkshire RG40 1WL
(2) CTC Charitable Trust, registered charity number 1104324, company number 5125969, whose registered office is at Parklands, Railton Road, Guildford, Surrey, GU2 9JX, (“CTC”)
(3) Chilterns Conservation Board, (CCB) The Lodge, 90 Station Road, Chinnor, Oxfordshire, OX30 4HA.

NOW IT IS HEREBY AGREED:

1. Definitions

The Chilterns Sustainable Gateways (CSG) proposal “the project” is the joint initiative by WBC, CCB and CTC to create sustainable transport choices in the area of the Chilterns AONB and use the methods to make a positive impact on the visitor economy of the area.

“The bid” is the application made to the Department for Transport’s Local Sustainable Transport fund and all activities and proposals included within it.

2. Term

This Agreement commences when and if Department for Transport funding sought in the bid is approved and continues until terminated in accordance with Clause 14.

3. Areas of Collaboration
3.1. All three Parties will work together to promote the project and their respective work to their mutual advantage. It is envisaged that this may include:
   3.1.1. Applying for funds for programmes within the project – “the bid” and any associated local funding where an application process is required.
   3.1.2. Using their own resources to promote the project as outlined in the bid.
   3.1.3. Delivering the activities outlined in the bid
   3.1.4. Lobbying external agencies for greater recognition and support for the project and for the Parties’ other work;
   3.1.5. Holding conferences, meetings or events and participating in appropriate conferences, meetings or events held by another Party;
   3.1.6. Participating in appropriate third party meetings to support the other Parties;
   3.1.7. Making premises and facilities available for the other Parties to show the benefits of the project to third parties;
   3.1.8. Providing case studies in articles in appropriate publications or presentations to third parties;
   3.1.9. Taking action to provide a sustainable future for the project and other aspects of the programme
3.2. Each Party will use reasonable endeavours to support the other Parties’ objectives and contributions as described in this agreement.
3.3. The Parties will actively seek and then discuss any potential new developments and funding opportunities regarding the project and will agree how to approach them, including whether to develop the opportunity and the respective roles of all three Parties in developing the new initiative and in carrying out any resultant project. If a matter cannot be resolved it will be referred to the review and disputes procedures in paragraph 16.

4. **Role of the parties**

4.1. **Lead partner**

   Wokingham Borough Council is the identified lead local authority for the proposal. This means taking responsibility for future funding arrangements, should the bid be successful, which will be between the DfT and the lead local authority.

   This means applying for receiving and distributing the funds for the project, submitting any reports, evaluations and other information required to the Department for Transport.

   WBC will be only be responsible as a deliver partner for oversight of all interventions taking place within the boundaries of the Borough.

**Delivery and design arrangements**

4.2. Chilterns Conservation Board and CTC are the delivery partners and are responsible for all of the design, delivery and reporting elements of the programme, both in terms of the central management of the programme and its local implementation.

4.3. Chilterns Conservation Board is the managing board of the Chilterns Area of Outstanding Natural Beauty. CCB will host the project at their offices in Chinnor where it will be integrated into the Management Plan for the Chilterns Area of Outstanding Natural Beauty and its implementation by a wide range of organisations, including local authorities, government agencies, community groups and landowners.

4.4. CTC is the overall partner responsible for delivery of the outcomes. CTC will provide the expertise in delivering cycling based interventions for communities based on its experience with Bike Club, Cycling Champions, Cycle Xtra and Workplace Challenges. CTC’s managers will deliver this programme alongside the national cycling development team of CTC.

   CTC will receive the funds from WBC as a grant for charitable activities. It will use the funds only to purchase and supply the activities of the project. It shall arrange for such records to be kept as are required by Department for Transport and WBC. It means submitting any reports, evaluations and other information required to Wokingham Borough Council as may be required from time to time.

   In the event that WBC has to provide its resources to provide any services under the project that have been commissioned from CTC WBC reserves the right to charge CTC for such services at a rate agreed in the financial agreement.(5.1 below)

5. **Funding and payment**

5.1. A separate delivery and payment agreement will be appended to this schedule to reflect Department for Transport terms and the final amounts awarded if the bid is successful. All parties’ participation will be bound by the terms of this agreement. Costs incurred by one Party in carrying out tasks on behalf of all three Parties at the request of the other Parties will be covered by such a purchase, supply or grant agreement. There will be no liability for payment for any costs incurred outside such agreements

5.2. Each Party will otherwise bear its own expenses in relation to this agreement.

6. **Existing Intellectual Property Rights and Trademarks**

6.1. All intellectual property rights existing prior to the creation of this agreement are recognised as belonging to the originating party, no change in ownership or transfer of rights may accrue from this project.

7. **Intellectual Property Rights arising from The project**
7.1. The Intellectual property rights in the project and any amendments to and modifications thereof, shall be jointly owned and remain jointly owned by the three Parties.

7.2. Other than as expressly contained in this Agreement, no licence or other right is granted or assigned to any Party as a result of this Agreement.

7.3. The Parties agree not to register or apply to register any Trade Mark(s) or another word or device likely to be confused with the project or any of the other Parties’ Trade Marks.

8. Data ownership and protection

8.1. The requirements of the Data Protection Act will apply in respect of personal data about participants in the project.

Under this Agreement all parties shall be Data Owners. Parties may collect data through a number of sources including web sites and use the data in accordance with their own policies.

The data about members, officers and supporters of registered The project will be held by CTC. Lists of contacts may be provided to the other Parties for the purposes for which the data was received.

Everyone who submits personal data to either party as part of a The project intervention will be told that their data is to be held in accordance with the Data Protection Act, and a page outlining data protection controls and privacy in compliance with the Act will be available on all relevant web sites.

In the event of termination of this agreement CTC will, subject to the Data Protection Act, be able to use all data collected in perpetuity for the purposes of research, reporting, and the promotion of cycling.

8.2. Each Party shall indemnify the other Party against any and all liability or reasonable loss incurred (including fines, costs and expenses) as a result of the breach of all or any of the obligations set out in this clause and this indemnity shall survive on termination of this Agreement.

9. Publicity

No Party shall issue any publicity or other announcement in relation to this agreement without the prior written approval of the other Parties of the form and content thereof.

Approval shall not be reasonably withheld and parties shall put in place procedures to ensure that approvals are not unreasonably delayed.

10. Force Majeure

No Party shall be liable for any breach of this Agreement due to any cause beyond its reasonable control

11. Confidentiality

11.1. Subject to Clause 11.2 below, all Parties will keep in confidence this agreement and any document, material, data or other information that relates to the subject matter of this agreement or to the business affairs of any Party, which is obtained under this agreement, and will not disclose the information to any person (other than their employees who need to know the information) without the consent of the appropriate Party.

11.2. This Clause 11 will not apply to information which:

11.2.1. is already in or comes into the public domain other than through a breach of this agreement; or
11.2.2. is already known to the Party concerned at the date of its receipt or is independently developed, generated or discovered by the Party concerned without reference to the confidential information disclosed under this agreement; or
11.2.3. is lawfully obtained from a third party; or
11.2.4. is disclosed pursuant to and in accordance with any statutory obligation which is properly required by a governmental or regulatory authority or which is ordered to be disclosed by a Court of competent jurisdiction or which is requested to be disclosed by a relevant regulatory body.

11.3. The obligations in this Clause 11 will remain in effect for 2 years following the termination of the Agreement.
12. Rights under this Agreement

No Party shall be entitled to assign or otherwise delegate its rights or obligations under this agreement without the prior written consent of the other Parties, which shall not be unreasonably withheld.

13. Review and management of this agreement

Senior staff of each Party shall meet at least twice per annum to discuss any current and potential developments and initiatives relating to the subject matter of this agreement. The reviews will also cover the relationship between the three Parties and the content of this agreement. Any amendments to this agreement shall only be valid if agreed in writing and signed by the Chief Executives of all three Parties.

Nominated project managers from each party will meet not less than quarterly as the Steering Group for the project. The Steering Group is the body from which CTC and CCB takes direction on delivery and resolves issues and risks collaboratively. The Steering Group should also seek voluntary representation and participation from all supporting partners for the bid.

In the event that there is a serious failure of the Steering Group to reach agreement the disputes procedure will be triggered.

14. Withdrawal and breach

14.1. In the event that any party withdraws from this agreement voluntarily or as a result of the clauses below the agreement will continue with the other two Parties.

14.2. Any party may give notice to the others of its intent to withdraw from this agreement. Notice of 3 months is required before the withdrawal is valid.

14.3. Any party giving notice to withdraw does not waive its contractual obligations to deliver contracted services to the The project programme up to the date of withdrawal or other contracted date unless the remaining parties agree that delivery of such services may be assigned to another party or contractor. It has the right to receive agreed payment for these services.

14.4. Any party giving notice to withdraw waives its contractual obligations to receive payment for contracted services to the The project programme after the date of withdrawal.

14.5. Any two Parties acting together may terminate a parties involvement in this agreement forthwith in writing if:

14.5.1. the other Party commits a breach of this agreement that is capable of remedy and fails to remedy the breach within a reasonable time of a written notice to do so; or

14.5.2. the other Party commits a breach of this agreement, which cannot be remedied; or

14.5.3. the other Party is the subject of a bankruptcy order, or becomes insolvent, or makes any arrangement or composition with or assignment for the benefit of their creditors, or goes into either voluntary (otherwise than for reconstruction or amalgamation), or compulsory liquidation or a receiver or administrator is appointed over their assets.

14.6. If either of the Parties not in breach delays in acting upon a breach of the agreement that delay will not be regarded as a waiver of that breach. If two Parties waive a breach of the agreement by the other Party that waiver is limited to that particular breach.

14.7. Any two Parties acting together have the right to terminate a parties participation in this agreement by giving three month’s notice in writing to the other Party if there is a change in ownership, merger or similar structural change of that other Party that they reasonably consider to be adverse to their interests, so as to make it undesirable for the relationship to continue.

14.8. The expiry or termination of a parties participation in this agreement shall be without prejudice to the rights of the Parties accrued up to the date of such expiry or termination.

15. Consequences of withdrawal

If a parties participation in this agreement is terminated for any reason, then:

15.1. That Party will return to the others or destroy all papers containing confidential material relating to the others’ activities; and add this to 14
15.2. the Parties will co-operate together to ensure that The project are not prejudiced in any way.
15.3. the intellectual property rights in the The project Programme existing at the point of a party leaving will continue to be jointly owned by the Parties. Any intellectual property created by the remaining parties will be jointly owned by them.

16. Dispute Resolution

If any conflict or difficulty arises between those representatives of the Parties engaged under this agreement, which they are unable to resolve within 14 days, the matter will be referred to a dispute panel consisting of either Chief Executive or the Chair of Trustees of each Party. If the matter cannot be resolved at that stage each Party will have the right to pursue the matter in the English Courts and termination rights will arise under Clause 14 above.

17. Governing Law

This Agreement shall be governed by English law and shall be subject to the exclusive jurisdiction of the English courts.

18.1. Nothing in this Agreement is intended to create a partnership, joint venture or other form of legal entity between the Parties. Each Party agrees that, in all its correspondence and other dealings relating directly or indirectly to this agreement it shall clearly indicate that it is acting in its own right and it shall not hold itself out as being an agent or partner of, nor in a joint venture with the other Parties. No Party shall send any correspondence nor issue any public statements on behalf of the other Parties and all Parties shall approve and sign any joint correspondence or statements that require to be sent or issued.
18.2. Each Party agrees that it has no authority or power to bind or contract or negotiate in the name of or to incur any debt or other obligation on behalf of or create any liability against the other party in any way or for any purpose.

SIGNED

For and on behalf of Wokingham Borough Council
Signature
Name
Title
Date

For and on behalf of CTC
Signature
Name
Title
Date

For and on behalf of Chilterns Conservation Board
Signature
Name
Title
Date