

## Local Sustainable Transport Fund

East Sussex County Council were successful in securing a total of £3.7m for their 'Travel Choices for Lewes' bid (£1.57m) and 'East Sussex Coastal Towns – Better Travel to Work and Education' (£2.2m), which DfT have indicated should be focussed on measures in Newhaven and Eastbourne.

In order to support the delivery of the measures that were identified within both bids, they have been combined into one programme and divided into five distinct, yet complementary project areas:

- **Marketing & Promotions**
- **Real Time Passenger Information**
- **Walking & cycling capital measures**
- **Bike It Project**
- **Wheels 2 Work & Education**

An update on these five project areas is set out below.

### 1. Marketing & Promotions

We are currently developing a marketing and promotions programme for the next 2 ½ years which will be closely aligned to the countywide marketing programme and will use the existing ESCC 'TravelChoice' branding to continue providing consistent travel messages across the county. A number of projects are being considered and will be developed for delivery through this programme including:-

- Updates and re-launch/promotion of the county interactive bus map
- Work place travel initiatives
- Development of a Transport web Portal – for one stop ESCC travel information
- Advertising campaigns
- Promotions capital infrastructure
- Cycle challenges – Schools
- Engagement events – Lewes & Eastbourne

### 2. Real Time Passenger Information

As one of the flagship projects of the LSTF bid we will be delivering 'Real Time Passenger Information' (RTPI) across Lewes, Newhaven and Eastbourne areas to provide accurate passenger information about bus services and to help make bus travel a more attractive and reliable alternative. This will be supported by marketing and promotions targeting journeys to work and schools.

ESCC are currently working in partnership with Brighton & Hove City Council on the joint procurement of the RTPI system upgrade and expansion in Brighton & Hove and East Sussex. An invite to tender will be published within the next few weeks with a view to awarding the RTPI contract to a system supplier by early 2013.

The RTPI project will be delivered across the three towns in two phases:

- **Phase 1** - will involve RTPI being rolled out on Brighton & Hove Bus routes 28/29 which serves Brighton, Lewes/Ringmer, Uckfield and Tunbridge Wells.
- **Phase 2** - will deliver RTPI across additional bus routes in the Lewes, Newhaven and Eastbourne areas, including the coastal route between Brighton and Eastbourne.

The new RTPI system will enable further expansion to provide coverage for bus services across East Sussex and also cross-boundary services to and from West Sussex and Kent.

### **3. Walking & cycling capital measures**

The LSTF bids included a number of potential walking and cycling schemes to be delivered across the three towns in the period up to March 2015. This included improvements to walking routes from the residential areas to the town centre in Newhaven; walking, cycling and public transport access improvements at Lewes station and delivery of cycling schemes identified in the Eastbourne Cycle Strategy.

We are currently engaging consultants to undertake feasibility work on these schemes over the next six months with the construction of these schemes programmed for 2013/14 and 2014/15. More detailed information will be provided in future updates.

### **4. Bike It Project**

The 'Bike It' initiative provides intensive support to promote cycling within organisations and schools, including incentive schemes, events, training and maintenance training.

We are currently finalising the procurement arrangements for the project for the scheme to start this autumn and the County Council will be working in partnership with the service provider to identify and engage with potential schools and organisations who are willing to participate in the scheme.

### **5. Wheels 2 Work & Education (W2W&E)**

For some people in the county the ability to travel to work, education or training is a big challenge. This often relates to the cost of travelling, not having the money to purchase and maintain their own means of transport or that transport options do not exist.

Funding was secured through LSTF to set up a Wheels to Work and Education (W2W&E) scheme to help break these barriers down and offer some real travel options for people accessing work, education and training. A W2W&E scheme very simply provides those people where there is no suitable public transport or other private transport to meet their travel to work or education needs with the loan of a moped or a bicycle.

We are keen to use the funding to set up a long term solution for operating the scheme and we will be holding an engagement event on 19 September at the Town Hall in Eastbourne for stakeholders and organisations who may be interested in tendering to operate the scheme. Following the event we propose to publish an invite to tender towards the end of September, with a view to awarding the contract to an organisation(s) by early 2013.

## **Two National Parks Programme – Sustainable Visitor Travel**

This bid, led by Hampshire County Council and involving the New Forest & South Downs National Parks as well as seven other local transport authorities including East Sussex, successfully secured £3.8m to deliver sustainable visitor travel measures across the two national parks.

Officers from East Sussex County Council will be attending workshops with the other partners across the Two Parks Programme area shortly to prioritise the measures for delivery during the 2½ year period up to March 2015.