



Coast to Capital Local Transport Body Sustainability and Resilience Schemes Application Form

WHO - Scheme Promoter and Partners			
LTA/ Proposer:	West Sussex County Council	Scheme name & [District/ Borough]:	Beautiful Outdoors Capital Investment Programme phase one
Contact details:	Paul Eagle +44 (0)330 222 5298 paul.eagle@westsussex.gov.uk	Partners [in joint submissions]:	
WHAT & WHERE – Outline description, scope & maps			
Type of scheme: (Sustainability package, resilience scheme, hybrid)	Hybrid		
Scheme description	<p>The Beautiful Outdoors package aims to raise awareness of the natural offering of West Sussex, including the South Downs National Park (SDNP), among urban professionals, and position West Sussex as a visitor destination for high earners living in London and the South East. Phase one initiatives discussed in this application are designed to enhance SDNP visitor experience, increase the number of high-value overnight and weekend visitors and thus raise visitor spend. This will provide a boost to the tourism sector in the region as well as to associated sectors such as food service, hospitality and agricultural, with the potential to generate employment across all skill levels, raising the Gross Value Added (GVA) of West Sussex.</p> <p>The package is further designed to promote walking and cycling, physical activities that provide significant health and well-being benefits and encourage sustainable leisure travel in line with Coast to Capital Local Transport Body's sustainable transport objectives. The improved crossings, access and information for cyclists and walkers that result from the package will increase their safety and connectivity to local facilities and amenities in the SDNP.</p> <p>The Beautiful Outdoors Package is a set of network enhancements aimed at augmenting the position of the South Downs and neighbouring areas as a short break and weekend destination for visitors, particularly from London and the South East.</p> <p>The Beautiful Outdoors Package includes:</p> <ul style="list-style-type: none"> A marketing campaign, to be delivered from Spring 2015, targeting visitors from London and the South East to include a walking and cycling offer linked to the South Downs National Park (SDNP). Business support to enterprises in the local tourism, accommodation, food 		

service and agriculture sectors.

- A 3-year capital investment programme, of which phase one (enhancements to pathways, bridleways and cycle routes in the South Downs National Park during 2015/2016) funding is being sought in this application.

The Beautiful Outdoors package is supported by the South Downs National Park Authority officers, complies with the SDNP Management Plan, and by improving the quality of footpaths, bridleways and cycle routes and improving signage, addresses the key known deterrents to SDNP visits as identified by the South Downs Visitor & Tourism Economic Impact Study (2013)¹.

The phase one enhancements are expected to benefit a broad range of visitors by improving sustainable access to key assets of the SDNP from transport and visitor hubs, leading to increased footfall and visitor spend (as well as visitor satisfaction) in the SDNP and thus supporting local businesses.

Phase one of the capital investment programme encompasses fifteen enhancements to footpaths, cycle routes, bridleways and signage within three areas of the South Downs National Park, namely Arundel-Amberley, Shoreham-Steypning and the South Downs Way.

Arundel-Amberley

- Improved signage onto the National Trail, the South Downs Way, from Amberley Station along quiet roads and by-ways.
- Improvement of roughly 160 steps of a popular path linking Arun floodplain and Peppering High Barn.
- Extension of existing boardwalk along the River Arun in areas which are prone to flooding therefore increasing the availability of the path.
- Improved surfacing along a popular local bridleway network and part of the promoted route, the Monarch's Way.
- Improved surfacing for convenient cycle access to/from Bignor Hill off the South Downs Way.

Shoreham-Steypning

- Improved surfacing for convenient access to/from Shoreham into the South Downs National Park.
- Improved surfacing to upgrade sections of the popular North-South promoted route, The Downs Link. This route links to the South Downs Way and provides access from Shoreham to the National Trail.
- Improved surfacing on a path linking the village of Steypning to the Downs.
- Improved surfacing of a footpath which provides a link for walkers onto the wider local network.

South Downs Way

- Improved surfacing between Devils Dyke and Fulking to combat poor drainage and erosion thereby opening up the wider bridleway network.
- Improved visibility and signage of the South Downs Way crossing of B2141

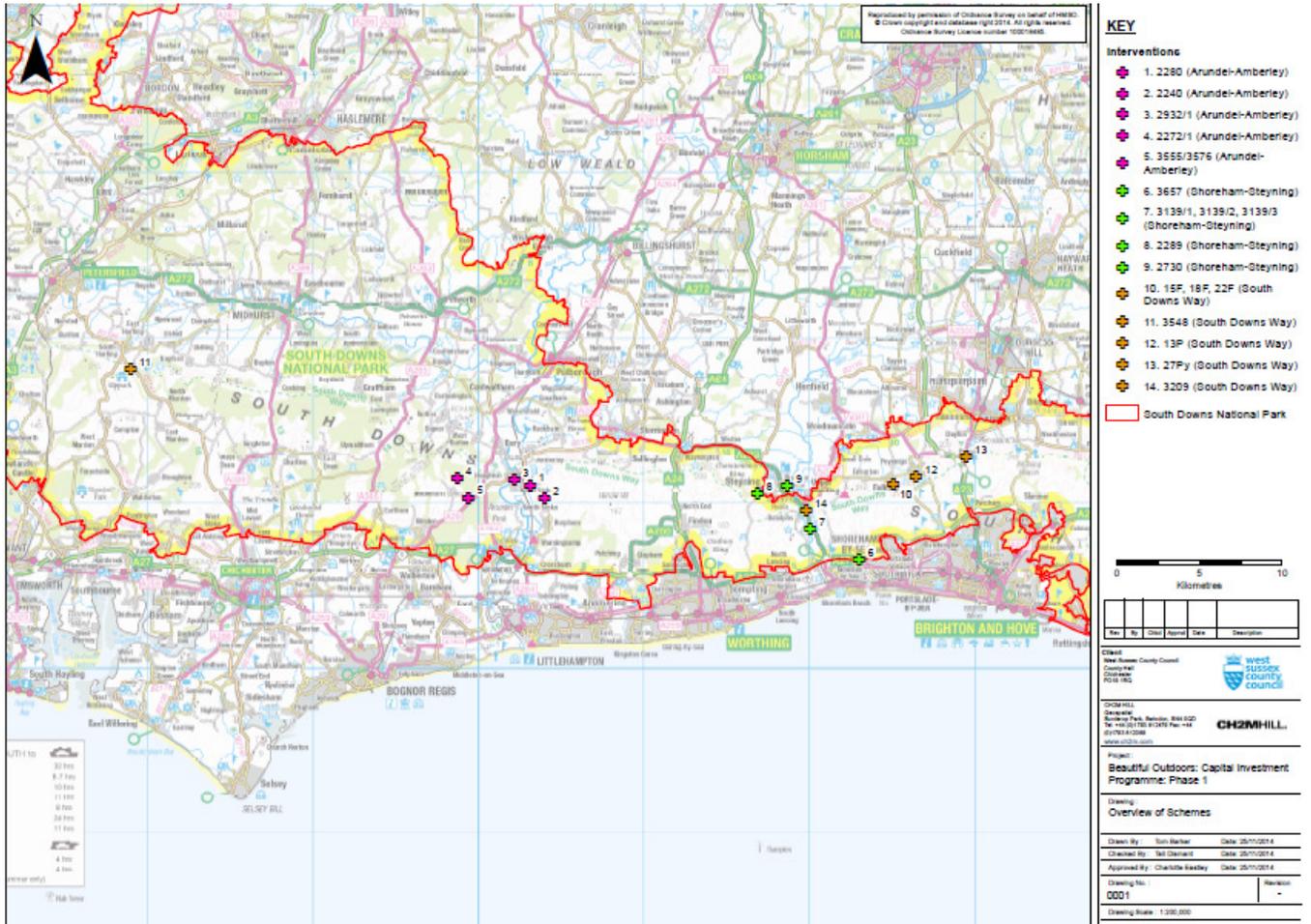
¹ Tourism South East (2013) South Downs Visitor & Tourism Economic Impact Study, Technical Report on the Research Findings

Harting Hill.

- Improvement in surfacing to create a circular route near the already popular visitor attraction Devils Dyke.
- Improved surfacing and widening on the South Downs Way adjacent to A273 with increased visibility at the road crossing.
- Improved surfacing with better signage and visibility of the A283 crossing to improve safety of this South Downs Way section.
- Signage of feeder routes between the South Downs Way and visitor services (e.g. accommodation, beauty spots and pubs).

Maps

The Location map of enhancements making up phase one of the Beautiful Outdoors capital investment programme is shown below. Further maps may be found in Appendix 1 of the supporting document.



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HOW MUCH & WHEN – Estimated construction costs and construction timetable

Est. Costs:	£450,000 This includes £50,000 for a post to manage the Beautiful Outdoors capital investment programme and a 28% optimism bias (average). It excludes VAT.	Start and end of construction:	The detailed design and enhancements that comprise phase one are expected to commence and conclude in the 2015/ 2016 financial year, subject to availability of funding and the necessary permissions being granted by third parties.
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Spend Profile	2015-16: (£ million)	2016-17: (£ million)	2017-18 (£ million)	2018-19: (£ million)	2019-20: (£ million)	2020-21: (£ million)
	Phase one works to commence and conclude in 2015/16 financial year					

Funding expectations	The total cost for phase one is £450,000. WSCC is requesting £335,000 from the C2C LEP via the CCLTB, and will match £115,000 capital funding. WSCC is also investing £250,000 revenue funding in the Beautiful Outdoors Wave 1 marketing campaign for 2015/2016 delivery.
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WHY IT SHOULD BE FUNDED

Summary of the Key Scheme Benefits

The benefits of the enhancements to footpaths, cycle routes, bridleways and signage within the South Downs National Park (SDNP) that comprise phase one of the Beautiful Outdoors capital investment programme encompass scheme-related, economic, social and environmental aspects.

In improving the condition, information and safety of SDNP's network of pathways, cycle routes and bridleways, phase one promotes sustainable leisure travel, in line with C2CLTB's sustainable transport objectives of improving walking and cycling links, creating better cycling and pedestrian access to rail stations and improving information to the travelling public. The improved access and information for cyclists and walkers will increase their connectivity to local facilities and amenities with the SDNP.

Improving the safety at crossings and the general safety of walkers and cyclists through better surfaced paths has the potential of reducing injury or death while improved information, signage and maps are likely to increase the sense of safety and well-being particularly of long distance walkers and cyclists.

These improvements will be key to the walking and cycling visitor offer that will be promoted through the marketing campaign, which is expected to lead to an increased number of high-value overnight and short-break visitors to the SDNP, increasing footfall for local business and business turnover. This in turn should result in increased employment and Gross Value Added (GVA) in the tourism and associated accommodation and food service, hospitality and agricultural.

Furthermore, the promotion of Cycling and walking provide significant health and well-being benefits. Physical activity, and especially green exercise (defined as activity in the presence of nature)² leads to positive and substantial short

² Bristol City Council: Essential Evidence on a page, number 122 (2014) What is the best dose of nature and green exercise for improving mental health? (www.travelwest.info/evidence)

and long term physical and mental health outcomes³. The associated economic benefits include reduced health costs, reduced mortality and morbidity and increased productivity and reduced absenteeism.

The transport, economic, social and environmental impacts of phase one of the Beautiful Outdoors capital investment programme are presented in the following sections. Details on the methodology for estimating impacts is provided in the Beautiful Outdoors capital investment programme: phase one C2CLTB Funding Application Supporting Document.⁴

Outline business case of key criteria
[maximum score = 5 per criteria]

Expected economic benefits [transport and scheme related]:

- Value for money, including BCR (if known) or similar measure.
- Expected impact on journey times, reliability and resilience
- Encouraging sustainable travel
- Expected impact on road safety casualties
- Valuing public realm
- Other transport benefits

[Scheme Score = 2]

Benefit Cost Ratio: There was insufficient quantified data to calculate a BCR

Encouraging sustainable travel

Phase one enhancements are aimed at improving walking and cycling links, creating better cycling and pedestrian access and improving information and signage to SDNP walking and cycling visitors, thus promoting sustainable leisure travel.

Increases in active leisure travel are likely to translate into increases in active commuting and other forms of sustainable travel.

Walking and cycling as sustainable transport modes play an important part in reducing carbon dioxide emissions, air pollution, noise and traffic congestion⁵ and making more efficient use of transport networks⁶.

Visitor safety and security

Improving the safety at crossings and the general safety of walkers and cyclists through better surfaced paths is likely to reduce the risk of injury or death.

Improved information, signage and maps are likely to increase the sense of safety and well-being particularly of long distance walkers and cyclists.

The expected impact on road safety casualties is likely to be small, however improved visibility at several crossings could help prevent road accidents and casualties, particularly the intervention aimed at improving the South Downs Way crossing of the A283 by creating a proper surface from which to cross. The average value of prevention of a road accident for a pedestrian is quantified by the Department for Transport at £78,435 and for a cyclist £52,731⁷.

³ *ibid*

⁴ CH2M HILL (2014) Beautiful Outdoors capital investment programme: phase one CCLTB Funding Application Supporting Document

⁵ Pucher, J., & Dijkstra, L. (2003) Promoting safe walking and cycling to improve public health: lessons from the Netherlands and Germany. *American Journal of Public Health*, 93(9), 1509. Cited in Davis, A (2014) as above.

⁶ Davis, A. (2014): Department for Transport: Claiming the Health Dividend: A summary and discussion of value for money estimates from studies of investment in walking and cycling.

⁷ WebTAG Databook, (2014), A 4.1.1 Casualty data, 2010 values and prices

**Expected economic benefits
[economic growth]:**

- Retention of existing jobs or creation of new jobs
- Unlocking or improving access to new dwellings
- Encouragement of new businesses, or protection of existing businesses.
- Other economic benefits

[Scheme Score =3.5]

Footfall and visitor spend

Phase one of the Beautiful Outdoors capital investment programme is designed to enhance the SDNP visitor experience, and is key to the walking and cycling offer that will be promoted through the marketing campaign from Spring 2015, and will thus contribute to an increase in high value overnight, weekend and short break visitor numbers along with corresponding visitor spend.

SDNP visitor spend is currently estimated to exceed £450 million a year⁸ and while it is not possible to quantify the incremental increase in visitor footfall and spend as a result of the phase one enhancements, it is suggested that even a 0.1% increase in visitor numbers could see increased spend in SDNP of around £450,000 a year.

Job creation

SDNP currently supports 8,200 local jobs⁹. Any measurable increase especially in overnight and weekend visitor numbers has the potential to generate direct employment within the SDNP; indirect employment in the accommodation and food service, hospitality and agricultural sectors as well as induced employment in the WSCC area. Induced employment results from increased income in the economy leading to increased employment in non-tourism sectors.

Overall, employment impacts are expected to be small for phase one, although WSCC will create a post of Project Manager to deliver phase one. It is not possible to quantify these employment effects.

GVA

Increases in direct, indirect and induced employment would generate corresponding increases in GVA.

While it is not possible to calculate the effect on GVA of the phase one enhancements, an indicative value of GVA for a set of tourism related jobs is provided in Table 1.

Table 1: GVA generated by tourism sector jobs

	Value
Number of jobs in transport & distribution sector West Sussex (2013)	26,800
Number of jobs in tourism sector West Sussex (2013)	28,300
Total GVA distribution, transport and tourism sectors combined	£4,031m
GVA tourism West Sussex (51% of total)	£2,070m
GVA per employee West Sussex	£73,144

Sources, number of jobs: BRES (2013); GVA: ONS (2013) GVA NUTS 3 dataset.

⁸ <http://www.southdowns.gov.uk/about-us/news/press-notice/tourists-bring-464-million-boost-to-south-downs-economy>

⁹ Ibid

	<p>Impact on government revenues</p> <p>Increases in employment would generate tax revenues for central government. These impacts are expected to be small for phase one. It is not possible to quantify these effects.</p>
<p>Social Distributional Impact:</p> <ul style="list-style-type: none"> • Expected regeneration & deprivation impact • Expected impact on severance, physical activity, accessibility 	<p>[Scheme Score = 4]</p> <p>Socio-distributional impacts</p> <p>Tourism and associated sectors such as accommodation and food services employ a wide range of skills, from high skilled entrepreneurs to relatively unskilled service staff, an increase in employment in these sectors has economic redistribution potential through the possible increase in the number of jobs across all skill levels.</p> <p>Physical activity</p> <p>Cycling and walking are physical activities that provide significant health benefits, including reducing the risk of conditions such as cardiovascular disease; stroke; obesity; type two diabetes; osteoporosis; colon and breast cancer and depression. Physical activity also delivers benefits in terms of</p>

	<p>mental health, stress, injury risk, health-related quality of life, all-cause mortality and productivity and reduced absenteeism from work¹⁰. Further, even modest increases in urban cycling which result in the reduction in motor vehicle use and enhanced air quality could lead to improvements in respiratory health¹¹.</p> <p>Access to nature and green exercise (defined as activity in the presence of nature)¹² leads to positive short and long term physical and mental health outcomes¹³. The associated economic benefits of enhancing green spaces and using them for physical activity include reduced national health costs, reduced mortality and morbidity and increased productivity and reduced absenteeism.</p> <p>Promoting walking and cycling in the South Downs through better quality footpaths and cycle routes, safer crossings and better signage has the potential to generate appreciable direct and indirect benefits.</p> <p>Accessibility</p> <p>Improved footpaths, clear and informative signage and safer crossings are likely to improve the accessibility of visitors into the South Downs from transport hubs and towns and villages. This improved access may encourage higher use of sustainable public transport modes for travel to the SDNP as opposed to private car, which is at present the main mode of transport to and from the national park, with 83% of visitors arriving at the SDNP by private car. 22% of respondents to the Tourism South East (2013) surveys suggested that improved ease of access and safety could lead them to consider an alternative mode of transport to the private car for travel to and from the national park¹⁴.</p> <p>Phase one enhancements aimed at improving the surface of footpaths could potentially aid less confidently mobile visitors to access attractions and amenities within the South Downs National Park.</p>
<p>Environmental impact:</p> <ul style="list-style-type: none"> • Expected impact on carbon 	<p>[Scheme Score = 3]</p> <p>A number of the phase one enhancements will take place within or in close proximity to designated cultural heritage assets and ecological sites, including</p>

¹⁰ See the following cited in Davis, A. (2014): Department for Transport: Claiming the Health Dividend: A summary and discussion of value for money estimates from studies of investment in walking and cycling:

- Bize, R., Johnson, J.A., & Plotnikoff, R.C. (2007) Physical activity level and health-related quality of life in the general adult population: a systematic review. *Preventive Medicine*, 45(6), 401-415.
- Cavill, N., Davis, A. (2007) *Cycling and health: What's the evidence?* London: Cycling England.
- Cavill, N., Kahlmeier, S., Rutter, H., Racioppi, F., & Oja, P. (2007) Economic Assessment of Transport Infrastructure and Policies: Methodological guidance on the economic appraisal of health effects related to walking and cycling. In World Health Organization Regional Office for Europe (Ed.), *WHOLIS N. E90944* Copenhagen, Denmark.
- Genter, J.A., Donovan, S., Petrenas, B., & Badland, H. (2008) Valuing the health benefits of active transport modes Transport Agency Research Report 359. Auckland, New Zealand.
- Oja, P., Titze, S., Bauman, A., de Geus, B., Krenn, P., Reger-Nash, B., & Kohlberger, T. (2011) Health benefits of cycling: a systematic review. *Scandinavian Journal of Medicine & Science in Sports*, 21 (4), 496-509.

¹¹ Bristol City Council: Essential Evidence on a page, number 128 (2014): Improving urban air quality through increased cycling use. (www.travelwest.info/evidence)

¹² Bristol City Council: Essential Evidence on a page, number 122 (2014) What is the best dose of nature and green exercise for improving mental health? (www.travelwest.info/evidence)

¹³ *ibid*

¹⁴ Tourism South East (2013): South Downs Visitor & Tourism Economic Impact Study, Technical Report on the Research Findings

<p>emissions</p> <ul style="list-style-type: none"> • Expected impact on air quality • Expected impact on noise/natural and urban environment 	<p>Scheduled Monuments, Sites of Special Scientific Interest and woodlands listed on the National Inventory of Woodlands and Trees. Although it is envisaged that the proposed enhancements will result in no significant long term adverse impacts on these features some further investigation and consultation is recommended to ensure that appropriate mitigation is proposed and that the statutory bodies and local authority are fully informed of the proposals and given the chance to respond.</p> <p>In terms of landscape, it is also envisaged that there will be no significant long term adverse impact provided that appropriate materials are used and no trees are removed.</p> <p>It is envisaged that any temporary impacts on air quality, noise, water quality or as a result of disturbance of contamination or path diversions during construction can be adequately mitigated by the adoption of appropriate construction methods and standards, with no significant long term impact.</p> <p>The main benefit of the proposed improvement works will be to improve user safety, improve visitor satisfaction and encourage a greater use and appreciation of the landscape without causing increased erosion to the paths or countryside, thus helping to secure its long term character and use. Pedestrians, cyclists and equestrians will benefit from phase one.</p>
<p>Contribution to the Strategic Economic Plan</p> <ul style="list-style-type: none"> • How does the scheme contribute to the objectives and priorities of the SEP. • The five transport objectives • Contribution to other objectives 	<p>[Scheme Score = 4]</p> <p>The following strategic priorities are outlined in Coast to Capital Local Enterprise Partnership's (C2C LEP) Strategic Economic Plan:</p> <ul style="list-style-type: none"> • Successful Growth Locations, including transport investment; • Successful Businesses; • Building Competitive Advantage; • Skills and Workforce; • Growth is Digital and • Housing and infrastructure. <p>Building Competitive Advantage</p> <p>The South Downs National Park is recognised as an important part of C2C's visitor economy. The visitor economy is an important source of direct and indirect employment in the C2C LEP region, accounting for approximately 4% of total employment. Strengthening the competitive advantage C2C LEP has in the tourism sector is a focus of C2C LEP's future growth strategy.</p> <p>The Rural Economy and Tourism</p> <p>The South Downs National Park falls within C2C LEP's rural economy, an important segment of the C2C LEP region. Approximately 20% of C2C's population lives in a rural area, and around 22% of C2C businesses are located there. The rural areas contribute significantly to C2C's economy across a wide range of sectors. Supporting rural tourism is a focus of C2C LEP's future growth strategy.</p> <p>The Beautiful Outdoors package is aimed at enriching West Sussex's rural tourism offer and encouraging more high-value overnight, weekend and longer holiday visitors to West Sussex, thereby expanding the tourism sector and associated sectors including food service and agriculture.</p>

	<p>Sustainable Transport packages</p> <p>A key focus of C2C's Transport Programme is supporting sustainable transport packages, which regenerate areas by tackling congestion and improving journey quality and reliability and restoring confidence in C2C towns as areas which are ready and fit for growth.</p> <p>The following measures are applicable to sustainable transport packages:</p> <ul style="list-style-type: none"> • Improvements to walking and cycling links and the urban realm; • Improvements to rail stations, including better cycling and pedestrian access; • Behavioural change measures, including improved information to the travelling public; • Improving accessibility to rural areas; or • Improving road safety. <p>In improving the condition, information and safety of West Sussex's network of pathways, cycle routes and bridleways, the set of enhancements in the Beautiful Outdoors capital investment programme comply with the measures for sustainable transport packages.</p>
<p>Local Indicators:</p> <p>Local indicators and circumstances that help to explain the need for the scheme.</p>	<p>Not scored.</p> <p>West Sussex unemployment rates: 5% (compared to the UK average of 7%)¹⁵.</p> <p>West Sussex employment rates: 79% (compared to the UK average 71%)¹⁶.</p> <p>West Sussex active enterprises: 34,53517 (2012)¹⁷.</p> <p>West Sussex one year business survival rates: 93.8% (2012)¹⁸</p> <p>West Sussex number of businesses per 10,000 working age population: 740 (2013)¹⁹ uk business activity, size & location</p>
SCORE SUMMARY	
Total score: (out of 25)	16.5
Local priority: (Ranking in order of schemes submitted by the same promoter in this round).	

15 ONS (June 2014) Annual Population Survey

16 Ibid.

17 ONS (2013) Business Demography dataset

18 ONS (2012): Business Demography dataset

19 ONS (2013): UK Business activity, size and location dataset; NOMIS (2013) Population Statistics

Scoring criteria

Scores	Expected Economic benefits (transport and scheme related)	Expected Economic benefits (economic growth)	Socio-distributional Impact	Environmental Impact	Strategic Economic Plan
Score: 5 [Green]	Expected BCR of 2+ (if known) Significant beneficial impact on transport indicators.	Support for delivery of new jobs, housing & employment floor space in area clearly expected.	Significant positive benefits expected, such as supporting regeneration, improving accessibility, reducing severance and/or promoting physical activity.	Likely to lead to a reduction in carbon emissions and have limited impact on the natural environment and/or air quality and noise standards.	Clear linkage to one or more SEP policies and priorities
Score:3 [Amber]	Expected BCR of 1.5 to 2 (if known) Some, but limited beneficial impact on transport indicators.	Expected to support retention of existing jobs & help deliver some housing.	Some socio-distributional and well-being impacts expected.	Limited or neutral impact on carbon emissions, natural environment and/or air quality shown.	Some linkage to SEP policies and priorities.
Score 1: [Red]	Expected BCR of under 1.5 (if known) Very limited or negative impact on transport indicators.	Very limited linkage with delivery of employment and/or housing expected.	Very limited or negative impact on distributional and well-being impacts expected.	Likely to have a negative impact on carbon emissions, local air quality and/or the natural environment.	Weak link to the SEP.

Local Indicators

1. Employment - residence base (2012; Annual Population Survey, Nomis)
2. Employment Rate (2012; Annual Population Survey, Nomis)
3. Number of jobs - workplace base (2011, Business Register and Employment Survey, Nomis)
4. Business survival rates (1 year) (2011, Business Demography, ONS)
5. Number of businesses per 10,000 working age population (2012, ONS)
6. Business births per 10,000 working age population (2011, Business demography; 2011; and Annual Population Survey, ONS)
7. JobSeekers Allowance claimant count - % of economically active population (April 2013, Nomis)

Transport Effects

1. % of working age population (aged 16-74) in employment using walking or cycling as main mode to get to work (2011 Census)
2. % of working age population (aged 16-74) in employment using bus, train, underground, tram or metro as main mode to get to work (2011 Census)
3. Congestion – indicator being developed based on either average delay on links (Trafficmaster data) or million vehicle km on principal roads

Regeneration Impact

1. Amount of planned new housing up to common future end year (LDF documentation – various)
2. Amount of planned new commercial floorspace (sq m) up to common future end year (LDF documentation – various)
3. Amount of planned new retail floorspace (sq m) up to common future end year (LDF documentation – various)
4. Index of Multiple Deprivation (IMD) - number of LSOAs in Borough or District within the top 20% most deprived nationally (2010)
5. Index of Multiple Deprivation (IMD - average score for District (2010)