



Title: **Local Sustainable Transport Fund Bid
Summary for the Transport Working Party**

Wards Affected: **All wards**

To: Transport Working Party On: 16/02/12

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1. Key points and Summary

1.1 This document is a summary of Torbay's bid to the DfT for the Local Sustainable Transport fund

2. Bid Summary

A. Project Description

Project title: 'Travel Torbay Regeneration Project' – An integrated transport scheme for economic regeneration.

Headline description

Torbay Council has developed an exciting package of sustainable transportation measures designed specifically to stimulate economic growth in the Bay. The scheme will provide faster journey times across the Bay for the local community and improve accessibility to Brixham and Torquay Town Centres and other key retail and employment destinations. The scheme includes:

- New ferry pontoon infrastructure and frequent, fast ferry service between Torquay and Brixham
- The 'Riviera Trail' cycle route linking residential areas to key destinations for jobs, services and transport hubs
- A new bus service between Torquay Town Centre and the hospital
- A supporting package of 'smarter choices' that will maximise the benefits of each scheme

There is a great opportunity for ferry transport to become a central part of the local transport system, creating an Eastern Transport Corridor between Brixham and Torquay. This will help to alleviate congestion on the present Western Transport Corridor and in Paignton. The package provides a direct and sustainable travel option to improve the connections between Torquay and Brixham. It links existing

and planned residential and employment areas as well as key destinations such as Torbay Hospital.

Torbay Council has an excellent track record of working with public transport operators to deliver successful new schemes. The Kick-Start bid in 2005 and the recent '67 Flyer' service for which Torbay Council were recognised at the National Transport Awards are notable examples.

Letters of support from partnership bodies will be included as an Appendix to the bid.

Type of bid

- The bid is a round 2 bid for a small project (under £5 million).
- Torbay will bid for £2.75 million from the fund.
- There will be no further rounds for this funding.

B. The local challenge

Economic regeneration and carbon savings are essential elements of the Local Sustainable Transport Fund. The exceptional quality of life within the region makes the area an attractive proposition for new business and for relocation. The resident population is growing twice as fast regionally in comparison to the national rate. However, data shows that Torbay falls behind the county and the region in terms of levels of deprivation and average income. In recent decades Torbay's manufacturing sector has declined which has left an economy reliant upon tourism, retail employment opportunities and small light industrial enterprises.

Facilitating economic growth whilst protecting the high quality environment is key to the economic prosperity of Torbay. The rising temperatures associated with climate change are forecast to result in rising sea levels and more frequent and intense storm events that could threaten Torbay's sensitive coastal areas. Should the sea front routes be closed after a storm event, the new Eastern Corridor could facilitate continued access to jobs and services.

In the current challenging economic climate, the delivery plan and funding route for some schemes within the Local Transport Plan are not secured. This is acknowledged within the Plan and considered to be a key risk to achieving the stated objectives. The Local Transport Plan adopts a flexible approach, with the potential to bring forward schemes as new funding sources are secured. The Local Sustainable Transport Fund is essential to help Torbay deliver key schemes.

Without the transportation infrastructure necessary to deliver sustainable regeneration, Torbay's community will increasingly suffer from economic constraints. This bid is a rare opportunity to contribute significantly to improve local wellbeing.

C. Package Description

The geography of the Bay provides obvious but as yet untapped potential to enhance Torbay's transportation system. A new regular fast ferry service connecting Torquay and Brixham is at the heart of this coherent package which also includes improved cycling infrastructure, a new bus service, traveller information and supporting 'smarter choice' measures.

1. **Torquay - Brixham Ferry Service**

A new fast ferry service will provide a sustainable transport route, running half-hourly between Torquay and Brixham. Journey distances will be reduced by up to 50% as a result of the direct alignment of the new route. Cross Bay journey times will be consistently faster than the equivalent journey by private car, with typical journey time savings of between 10 and 30 minutes depending upon traffic conditions. Similarly, the ferry service will be faster than existing public transport services.

New ferry pontoons will be installed at both Brixham and Torquay Harbours providing convenient and safe pedestrian access to the ferry, with associated travel information and waiting facilities, as well as options for onward travel creating an integrated transport hub.

2. **'Riviera Trail' Cycle Route**

The new cycle route, running close to the more deprived areas in Torquay will offer a relatively inexpensive, sustainable travel option to the local community and provide improved access to jobs and services. The route will connect residential areas with key destinations including: Torquay Town Centre, Torbay Hospital, Torquay Grammar schools and the employment and commercial areas to the north of the town. The cycle route will provide better connections between Torre Station, Torquay Town Centre and the new ferry terminals. This will offer a choice for onward travel and link the planned growth areas in the north of the Bay and Torquay Town Centre.

The southern section of the route will include the provision of new cycle lanes and advanced cycle stop-lines to make travel by bike faster, easier and safer. To the north the cycle way will include new off-road sections to Edginswell and from there connect with the National Cycle Network which links to Newton Abbott.

3. **'Torquay Flyer' Bus Service**

A new half-hourly bus service will be 'limited stop' and will co-ordinate with the timetable for the ferry service. This will support efficient onward travel to central and north Torquay including the town centre, hospital and major employment and commercial areas. The service will improve public transport connections with Torre Station the planned growth areas to the north.

4. **Supporting Measures**

A package of marketing, promotion and travel planning measures will promote the new infrastructure and services to local people and visitors alike, increasing uptake and patronage. The measures will include:

- Electronic public transport information displays located in Torquay and Brixham Harbours and at the bus interchange in Torquay Town Centre. These will display real-time information and messages related to the status of the ferry and bus services.
- On – line systems using the internet and mobile phones will be put in place to provide a convenient way to communicate travel information to the public.

- Marketing and promotion will be undertaken including leaflets, bus advertising, and direct marketing.
- Cycle maps, ferry and bus timetables will be produced and distributed to publicise the new routes.
- Work place and school travel planning will increase awareness of the new cycleway, ferry and bus services for commuters and shoppers. This will be a key step towards establishing good initial patronage levels on the new services.

D. Rationale and strategic fit

The Travel Torbay Regeneration Project has been developed through the Local Transport Plan consultation process and therefore fits within the Councils wider strategic objectives including economic regeneration and growth.

The proposals represent a holistic package of schemes that take advantage of Torquay Harbour as a natural hub. Individually, all elements of the package offer benefits in terms of sustainable travel provision, but collectively the package works to provide an integrated system with efficient and swift interchange for onward journeys.

One such example is the improved connectivity that would be realised between Brixham and Torquay Harbours, Torquay Town Centre, and the business parks and retail opportunities in the north of the Bay. Plans are emerging for growth in the Edginswell area and improved transport will help unlock the potential of the area for new development, supporting plans for a new railway station near Edginswell.

These plans also support the joint aims of Torbay Council and Devon County Council to promote a sustainable transport corridor on the current A380 route between Penn Inn and Torquay. This is a key requirement of the development of the South Devon Link Road.

The infrastructure measures proposed in this bid are supported by a package of measures to encourage greater patronage on the new public transport services and encourage more people to cycle. The bid will build on recent successes in Torbay, with bus travel and cycling on the increase in terms of actual numbers of trips and proportion of journeys made and will help accelerate this positive trend.

E. Output milestones

Key milestones within the delivery plan are:

- Detailed design of cycle route
- Detailed design of ferry pontoon infrastructure
- Procurement of suppliers for ferry and bus services
- Implementation of pontoons and related infrastructure
- Engagement with workplace and schools with regard to travel planning
- Ferry and bus services in operation
- Cycle route infrastructure installed and in active use
- Monitoring system in place

F. Submission timetable:

24th February 2012

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Appendices

None

Documents available in members' rooms

None

Background Papers:

Local Transport Plan 3 (adopted March 2011)