



*transport for quality of life*

## Local Sustainable Transport Fund: Preparing a Successful Business Case for Your Large Bid

Transport for Quality of Life, the consultancy specialising in sustainable travel programmes, has assembled a team with unparalleled experience to assist local authorities developing a Business Case for their Large Project bid to the Local Sustainable Transport Fund.

We led work on both the delivery and evaluation of the DfT's Sustainable Travel Town and Cycling City & Towns projects, so we understand how to put together sustainable travel programmes which deliver high levels of travel behaviour change.

Our team's expertise has already helped win £14.8m of LSTF funding through successful Tranche 1 and Key Component bids by the West of England Partnership, Warwickshire County Council and Cumbria County Council with Lake District National Park Authority.

### **We can help you develop a detailed, robust Business Case covering:**

**Strategy:** Identifying the right target audience and designing a programme which tackles all their barriers to shifting modes, to maximise economic growth and carbon reductions.

**Economics:** Quantifying the potential economic, environmental and social impacts of your strategy.

**Commerce:** Specifying a procurement strategy to enable timely and cost effective delivery.

**Financials:** Detailing costs to ensure affordability and enable long term financial planning.

**Management:** Supporting development of governance, project plan, risk management and other programme management elements so you can commit to hitting the ground running.

Depending on your needs, we can provide expertise on all of the above topics, or fill specific knowledge gaps within your existing bid development team.

### **Our services are tailored to the specific needs of your Large Bid. They could include:**

**Stakeholder Workshops:** Acting as an impartial facilitator of broad based local community and stakeholder input to your business case; building commitment and plans for joint delivery.

**Critical Issue Advice:** Specialist input on key areas of your bid, such as 'key points to consider' or best practice recommendations.

**Drafting:** Researching and writing some or all of the sections within your business case.

**Quality Assurance:** Acting as a 'critical friend' – either through review of written material or roundtable discussion – to identify weaknesses and brainstorm solutions.

**Expert Guidance:** high level expertise and mentoring of officers developing your business case to encourage innovation and enhance quality.

**Empowering:** Running topical seminars/briefings to engage, inform and empower the staff delivery team, Members and other stakeholders.

**If you need support developing a compelling Business Case, phone Ian Taylor or Lynn Sloman on 01654 781358 to discuss your requirements or email [lynn@transportforqualityoflife.com](mailto:lynn@transportforqualityoflife.com)**

### **Our team is led by:**

**Dr Lynn Sloman** Lynn was on the selection panel for the Sustainable Travel Towns and Cycling Cities & Towns competitions, and also a member of the expert panel for LSTF Tranche 1. She has seen a lot of successful (and less successful) bids. She directed the DfT's Sustainable Travel Towns evaluation. She is a Board Member of Cycling England and was Vice Chair of the Commission for Integrated Transport.

**Beth Hiblin** Beth was Programme Manager for Peterborough's Sustainable Travel Town programme, Travelchoice. She has since led research for Cycling England's *Making a Cycling Town* report, analysing how the first six Cycling Demonstration Towns achieved such positive results in just three years. Beth was instrumental in developing the £50 million Travel Behaviour Change Strategy element of Greater Manchester's TIF proposals.

**Carey Newson** Carey is a behaviour change specialist who has played a defining role in the development of UK travel planning. She developed the first comprehensive national guidance on workplace, school, leisure and residential travel planning. She is an environmental psychologist and draws on both psychological theory and her wide knowledge of UK initiatives.

We are also able to draw on a wider team of experienced specialists.

**30% discount on fees for engagements of 5 or more days**



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