

Ashford SmartLink Bus Rapid Transit Scheme

**Briefing note summarising the current
position and work completed**

December 2010



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Introduction

This briefing note summarises the preparation work to date, on plans for a SmartLink Bus Rapid Transit scheme incorporating the first Park and Ride scheme at Drovers/The Warren to support Ashford's growth plans. A major scheme business case has been prepared based on scheme opening and predicted development to 2013.

The coalition government announced in Autumn 2010, that the SmartLink scheme would not receive public funding support until at least 2015. In any case, due to the recession, progress with development on which the business case for the scheme is based, has been much slower than previously forecast, particularly in relation to new shops and jobs in the town centre. The coalition government have also indicated that for future bids scheme promoters should look to reduce the costs and demonstrate how private funding contributions can be maximised.

This delay enables partners to review the timing of the scheme and options for delivery in response to the government's announcements, whilst utilising the work already carried out. This summary also looks at the options available to deliver the aims of SmartLink in a phased 'route by route' approach whilst maximising the use of private contributions as development progresses. The report concludes with suggestions for the way forward.

Background

The early implementation of a high quality public transport system anchored by new Park-and-Ride sites is fundamental to delivering the Ashford growth plans. The Greater Ashford Development Framework (GADF) master plan for Ashford's growth and the consultations held with the key stakeholders agreed that the growth plans should be based on a mainly compact scenario with the location, size and density of the planned growth extensions designed to maximise use of public transport. This is now engrained in the policy documents that support growth such as the Local Development Framework (LDF), the Ashford Transport Strategy, the Local Transport Plan for Kent and KCC's recently published Growth Without Gridlock Strategy.

Delivering SmartLink early in the growth plan is critical to encouraging new residents to use it as a genuine alternative to private car travel. The Ashford Transport Strategy 2005 targets SmartLink with achieving an ambitious 30-35% mode share for journeys from the new growth extensions into the town centre. This will be necessary in order to avoid more expensive highway improvements and to support the planned expansion and improving environment for walking in the town centre. The latter are now engrained in the adopted Ashford Town Centre Area Action Plan, the Car Parking Strategy and a Public Realm Strategy.

The Ashford's Future Partnership Board agreed that a business case for the SmartLink Bus Rapid Transit Scheme should be the subject of a major scheme bid by KCC to attract public funding support from government. The Board provided funds to support the preparation of the scheme through the Growth Area Funding programme (GAF). The previous government and Regional Transport Board supported the principle of funding for SmartLink to the order of £30m subject to a proven business case for the scheme.

The Preferred Scheme for SmartLink

a. What is SmartLink

In order to achieve the highest levels of future use as set out in the strategy and policy documents, the new bus service needs to be of the highest affordable quality, providing a 'step change' in service provision with fast, frequent and direct 'limited stop' services between the housing and employment growth areas and the town centre and station.

A number of options were investigated for SmartLink, from a fixed tram link, guided bus (running on concrete tracks), bus rapid transit, to improved local bus services. The preferred scheme is for a bus rapid transit system (BRT) which offers the flexibility and affordability of a bus service, allowing the scheme to be phased in as growth progresses, whilst providing the quality of service provision and priority running to encourage the high level of use desired.

In summary the preferred SmartLink scheme includes the following key features:-

- High specification but affordable 'tram like' vehicles with low emission fuel technology (vehicles to be supplied by the operator),
- On highway bus priority routes to avoid key congestion hot spots and provide a visual presence to encourage use,
- High specification passenger shelters and facilities at all SmartLink 'Stations' on each route including 'Real Time Information' (RTI) for passengers.
- A high quality and frequently operated 'turn up and go' Park & Ride service with CCTV coverage of parking areas and facilities building providing added shelter and information.





b. Routes and Phasing

The land use and transport plan for Ashford's growth have been fully integrated. The planned routes for SmartLink are based on linking the future growth extensions with main areas of employment, the town centre and rail station. The main urban growth extensions would be planned to be of a size and density to maximise use of public transport with no resident being more than 10 minutes walk from a district centre supplying good local facilities and access to high quality public transport links. The initial SmartLink routes were based on a core route corridor outlined in the GADF and LDF Core Strategy of linking the two planned urban growth extensions at Chilmington Green and Waterbrook/Cheesemans Green with a route through the town centre, serving the station, Designer Outlet Village, and the existing employment areas of Cobbs Wood and Orbital Park. The core route would be anchored by new Park and Ride sites at Chilmington Green (close to A28) and Waterbrook (close to A2070). A Park and Ride study in 2005 revealed that the strongest case for a Park and Ride would however, be close to M20 Junction 9 where several key routes converge at Drivers roundabout . A third SmartLink core route was therefore planned to serve this Park and Ride and Repton Park, Cobbs Wood and Eureka Business and Leisure Parks, which also allows the Chilmington Green route to run along the newly constructed regeneration corridor of Victoria Way.

Following consultations on the SmartLink vision in Autumn 2009, there was a consensus that the SmartLink should serve the William Harvey Hospital. In order to improve the business case for the scheme two further SmartLink routes are now planned to serve Hythe Road and the Wm Harvey Hospital via route heading north through the town centre and a route heading south to serve further growth at Park Farm possibly linking with a future growth extension around Kingsnorth (subject to a review of the LDF Core Strategy). These latter two routes would impact much more

on the existing core commercial bus network (B and C lines) and require negotiation and close co-ordination with the existing bus operator Stagecoach.

A business case has been prepared on the basis of these 5 SmartLink routes being implemented at the start, with full bus priority running almost entirely via improved on-highway bus-lanes and bus-ways (phase 1); and then allowing for the extension of the routes into the urban extensions as development progresses (phase 2), which will be entirely funded by developers themselves.

See Appendix A - Plan of routes

c. Passenger facilities

Use of SmartLink and achieving the mode shift targets will depend on how attractive the facilities are for passengers. The scheme provides for express running mainly along existing highway corridors with limited stops. The stops would be in the form of 'stations' with shelters, real time information, raised kerbs, for level boarding and having good quality foot/cycleway links to maximise direct access to the local area. The buses would be high quality distinctive, low emission vehicles and services would be frequent 'turn up and go' (around 8-10 mins frequency). The major bus hubs would be at Elwick Road/Bank Street (interchange with other local bus services) and the Station in the town centre and at the Park and Rides.



Costs (incl developers contributions)

Capital Costs Summary - Phase 1 (based on Q4 2009 prices) :

Highway Works	c£9,760,000
Drovers P&R Site & Access	c£7,250,000
Land Acquisition	c£2,070,000
Systems Costs	c£2,770,000
Risk / Inflation Costs	c£3,930,000
Other incl. fees, legal etc	c£2,570,000
Total estimated cost	c£28.35m

Note:

Scheme was earlier estimated at c£47m. Scheme costs **lowered to c£28.35m** by; land cost reductions(c£1m), A2070 tunnel removal (c£7m), P&R sites reductions (c£9m), systems trim (c£1m), and original scheme sections re-design (c£1m)

The scheme costs for Phase 1 include a sum of **c£3.2m** as a 'local contribution'. This sum is made up of mostly developers contributions envisaged as being available at the time of implementing the Phase 1 scheme.

See Appendix B - Table of Local Contributions

The additional costs of phase 2 are estimated to be **c£18.7m** and would be wholly funded by developers as development progresses. Most of these costs are for the additional Park and Ride sites with further 'on line running' along new roads in new developments, including new station stops and extended passenger facilities, and bus priority schemes at key junctions. Most of these costs, except for the Park and Ride sites will be needed to provide internal road layouts through new development in any case. Funds to pay for the further Park and Rides will be accrued through commuted sums raised from s106 agreements with developers of commercial sites in the town centre.

Running costs

The running costs have been estimated and input to the scheme appraisal.

Bus operating costs (phase 1 – 10 bus operation) - £2m per annum
(This would rise to a 17 bus operation in phase 2 costing £3.4m per annum)

Park and ride operation and maintenance costs are estimated by KCC at £200,000 per annum for each site.

Systems maintenance costs are estimated by KCC at c £203,000 per annum for phase 1 rising to c£250,000 per annum for phase 2.

The cost of maintaining the on highway bus lanes etc has been assumed to be subsumed within KCC's normal highway maintenance budgets.

Business Case

a. Summary of methodology and assumptions made

An Ashford Area Transport Model has been developed to fully appraise the scheme and provide a value for money business case. This model is based on the previous strategic model, incorporates the previous SATURN model (re-validated to 2010) produced to assess the highway capacity needs of the GADF growth master plan, and refining it to include parking information and the latest Wehtag guidance from the DfT. The model has therefore been updated to take account of latest traffic data and highway improvement schemes implemented in the last few years.

The preferred SmartLink scheme in the major scheme business case (referred to as 'Do Something' – DS) is being compared with a 'Low Cost Alternative' (LCA) scheme and a 'Do Minimum' (DM) scheme as required by DfT appraisal rules. In addition it is normal practice to include a 'Next Best Alternative' (NBA) scheme, but due to the need to manage the costs of the preferred SmartLink scheme from c£45m-£50m down to £28m, an NBA scheme has been deemed unnecessary and has not been appraised. A number of sensitivity tests have however been carried out to test different scenarios and their effect on the business case for scheme eg for a slower rate of growth and slower car park charge increases.

Significant levels of growth are planned as set out in the LDF Core Strategy and Town Centre AAP. These new developments generate significant travel demands. For the purposes of assessing the business case, the levels of development used are those set out in the LDF Core Strategy 2008 and ATCAAP 2010 to 2021, the development to 2031 is that assumed in the GADF report of 2005 and the housing trajectory is as set out by ABC in their Annual Monitoring Report 2009. The 2013 growth trajectory is interpolated from figures supplied by ABC for housing and jobs.

b. Do minimum (DM)

The DM case looks at a scenario with high growth but without SmartLink and Park and rides. In this case the demand for travel to the town centre would be met by conventional buses, 3 new multi storey car parks (over and above those already planned) and additional highway improvements (although in the appraisal, the costs of the additional highway improvements have not been able to be quantified).

The DM costs have been assessed as £70.57m which includes the cost of 3 new 800 space multi-storey car parks (although the costs of the second and third car parks are deemed to be borne by the private sector); significant land acquisition costs; fees; and a much lower sum for additional bus stops.

The DM case has also assumed higher sums for maintenance and operating the car parks, but lower bus operating costs. The costs of the DM case are considerably higher than those of the DS case.

c. Low Cost Alternative (LCA)

The low cost alternative looks at a scenario with high growth but with bus services of a lesser quality than the DS case, without the costs of most of the priority running and station stops (no land costs), but including basic construction costs and a lower level of passenger facilities for Park and Rides.

The LCA costs have been assessed as £16.14m for phase 1 and £29.64m including phase 2 (although as with the DM and DS, the costs of phase 2 would be borne by the private sector. The bus operating costs DS and the maintenance costs for the LCA are about the same as the DS. The capital costs of the LCA are significantly cheaper than those of the DS scheme.

d. Scheme Appraisal Results

The modelling results below show the 2009 base position and forecast comparisons between the DM - without SmartLink; and the DS – with the SmartLink scheme. When SmartLink is introduced, although the numbers of car trips continues to increase, the car mode share decreases and the overall public transport mode share increases over time. The table below shows how the mode share alters across the whole the whole of the modelled area.

Scenario	Car	P+R	Bus	SmartLink
2009Base	95.4%	0%	4.6%	0%
2013DM	94.5%	0%	5.5%	0%
2013DS	92.3%	1.0%	3.0%	3.7%
2021DM	92.2%	0%	7.8%	0%
2021DS	89.5%	1.8%	3.2%	5.5%
2031DM	91.2%	0%	8.8%	0%
2031DS	88.4%	2.1%	3.0%	6.5%

For trips to the town centre, the table below shows that with the SmartLink scheme public transport attracts a significant share of the town centre trips increasing from 12.5% in the 2009 base to 43.4% by 2031. The main reason for this is that car parking is restrained both in terms of space availability and charging, making trips by public transport much more attractive.

Scenario	Trips by Mode				
	Car	Bus	P&R	SmartLink	Total PT
2009 Base	87.5%	12.5%	0	0	12.5%
2013 DM	79.5%	20.5%	0	0	20.5%
2013 DS	71.8%	9.3%	4.3%	14.6%	28.2%
2021 DM	69.2%	30.8%	0	0	30.8%
2021 DS	62.4%	9.86%	7.7%	20.0%	37.6%
2031 DM	66.5%	33.5%	0	0	33.5%
2031 DS	56.6%	9.5%	9.6%	24.4%	43.4%

The table below shows that by 2031 the growth in car trips to the town centre without SmartLink is almost double that with the SmartLink scheme. This clearly demonstrates that SmartLink is needed to support the development planned for the town centre and without it the town centre will face severe traffic congestion problems in the future.

Year	Growth in Car Trips	
	DM	DS
2013	5.1%	3.0%
2021	18.6%	17.8%
2031	35.0%	18.3%

The model also shows the revenues for each public transport mode and these are summarised below (takes account of concessions). This shows that public transport revenues rise over time but much more significantly with SmartLink. Revenues for non SmartLink buses are affected in the early years but recover by 2031. This also shows that it is vital to consider the commercial viability of the bus network in Ashford as a whole rather than layering SmartLink on top.

Scenario	Revenue PA by PT Mode			
	Bus	P+R	SmartLink	Total PT
2009 Base	£2.66M	-	-	£2.66M
2013 DM	£3.48M	-	-	£3.48M
2013 DS	£2.01M	£0.68M	£2.52M	£5.21M
2021 DM	£6.36M	-	-	£6.36M
2021 DS	£2.45M	£1.56M	£5.23M	£9.24M
2031 DM	£8.34M	-	-	£8.34M
2031 DS	£2.76M	£2.19M	£7.46M	£12.41M

The introduction of the Park and Ride sites and SmartLink will attract some town centre users away from car parks as envisaged in the Car Parking Strategy. Overall though, the model predicts that parking revenues will rise when taking account also of the real increase in car parking charges.

	Annual Car Parking revenues (£m/year)		
	Long stay	Short stay	Total
2009Base	£1.37	£0.79	£2.16
2013DM	£1.77	£0.90	£2.67
2013DS	£1.24	£1.02	£2.27
2021DM	£3.94	£1.66	£5.60
2021DS	£1.93	£2.12	£4.05
2031DM	£9.44	£3.19	£12.64
2031DS	£4.69	£4.10	£8.80

Overall the model predicts that the introduction of SmartLink will have the following benefits:-

- Attract significant passenger volumes and reduce car traffic flows,
- Achieve significant mode share particularly for town centre trips,
- Generate significant revenues which will more than cover operating costs, and
- Have only a limited impact on car parking revenues

e. Benefit/Cost Ratio

There are a number of other factors that advise the business case appraisal such as Safety, Accessibility, Integration, and the Environment but the key one for the viability of the scheme and the success of the bid for funding is the Economic benefits.

Taking account of the analysis of the monetised costs and benefits, the present value of benefits amounts to £211.65m compared to the present value of costs at £51.56m. This gives a Net Present Value (NPV) of 160.09 and a **Benefit Cost Ratio (BCR) of 4.10** which is healthy and should be sufficient to achieve a good priority in future government spending rounds.

f. Sensitivity tests

A number of sensitivity tests have been carried out to test the robustness of the business case against a range of possible changes in circumstances that would affect the scheme. The following have been fully appraised and written up in detail in the Forecasting Report:-

Low Cost Alternative (as described in 5c above)

Higher Fares

Lower Frequency

Mode Penalties

Lower Parking Charges

No Park & Ride

Reduced Development Levels

Reduced Development Levels and No Park & Ride

Perhaps the most interesting outputs were from the last two tests which both resulted in higher BCR values than the preferred SmartLink scheme (DS). This was mainly due to the Net PVC (costs) of the schemes being significantly reduced overall due to there being less development and less development related costs. The benefits were also down which was expected, but not in proportion to the costs, resulting in higher BCR values. However this should provide us with the comfort that should there be less (or slower) development than previously predicted, the scheme's economic case should stand up well. Although alternative housing densities have not been tested it is important to recognise that the numbers of dwellings within walking distance of a SmartLink stop is a key element of the economic case.

Future Funding and Delivery Scenarios

Following the government announcements in Autumn 2010 that no funding would be available to support further bids for major transport schemes until post 2015, alternative delivery scenarios need to be considered to ensure that SmartLink is able to be delivered as soon as possible. The following are considered to be the options available with some advantages and disadvantages outlined:-

- i) Discuss with DfT the earliest submission of the SmartLink scheme bid through the LTP process for funding as soon as possible after 2015

Advantages

Although funding will not be available until post 2015, there are benefits to submitting the scheme as early as possible. The bid documentation would need to be finalised. The modelling work supporting the business case will be examined closely by DfT and further iterations are likely before the case is accepted and programme entry/conditional approval are given by government – this process can typically take 12-18 months or more, but more certainty could be achieved as to the prospects for future public funding post 2015.

Disadvantages

There is no funding currently available from KCC or growth area sources to progress further work on the bid. Work on the current economic case for the scheme is based on growth trajectories that have recently slowed and have been updated. This will involve alterations to the modelling work.

- ii) Defer submission until post LDF Core Strategy review

Advantages

Since the change in government in May 2010, there is no national policy framework that is guiding housing delivery targets. This is affecting local politics, with the likelihood that Ashford's housing growth will either reduce or slow down compared to that previously envisaged. The LDF Core Strategy is likely to be reviewed early by 2013 or 2014 and it may make sense to defer further consideration of the business case for SmartLink and Park and Ride until the outcome of this review is more certain.

Disadvantages

This would delay submission of a bid for 3 or 4 years. The work carried out to date would need to be substantially reviewed and the officers and consultant team may not be available to carry out the further work. The costs of this work may therefore be more expensive and there is still likely to be difficulties in resourcing this further work.

- iii) Bid for the scheme through the Sustainable Transport Fund or the Regional Growth Fund.

Advantages

These are new funding streams recently announced by the coalition government to support sustainable transport schemes and fund work to support the delivery of housing and economic growth. The funds provide resources for revenue support as well as capital funding. An early phase of SmartLink could be bid for and delivered prior to a future bid through the LTP.

Disadvantages

Bidding on these funds is likely to be extremely competitive and a priority bid for SmartLink (or a first phase of it) would need to be agreed by both KCC and ABC and probably through the Local Enterprise Partnership whose priorities may lie elsewhere on more regionally strategic matters.

- iv) Deliver a less ambitious scheme through developer funding only.

Advantages

The SmartLink scheme could be broken down into more affordable bite-sized phases linked to progress on delivering the major urban growth extensions, eg a 'Smart-route' could be delivered between Chilmington Green and the town centre funded by developers directly or in conjunction with tariff/CIL payments made to improve the route over time bringing it up towards the level of the envisaged SmartLink service over time.

Disadvantages

The step change in high quality public transport would not be achieved for some time with the significant risk that new residents would be encouraged to more car use. Using tariff/CIL funding to deliver SmartLink would reduce the available funds for other projects as its use for the delivery of SmartLink is not currently envisaged in the Infrastructure Delivery Schedule supporting the tariff.

Conclusions and Way Forward

The recent work on developing the SmartLink scheme; clarifying delivery costs and working up a business case has proved invaluable. Although public funding is unlikely to be available for the scheme for at least the next 4 to 5 years, the work carried out can be fully utilised. Work on the scheme has clarified the best viable routes for the SmartLink, how to provide fast priority running and its costs and implications for the highway capacity, and the land acquisition, design and costs for the first Park and ride site at Drovers/The Warren close to M20 junction 9. The work has also shown that given the current growth/development scenario and transport and car parking strategies currently approved, the SmartLink scheme can be a commercially viable proposition from 'day one'.

In order to maximise the economic case for SmartLink, it is vitally important to:-

- i) Effectively manage the supply and charging of future car parking space in the town centre.
- ii) Ensure that new developments are of a size, location and density that maximises the potential use of bus services and that new services are available to run as early as possible in the development phasing.
- iii) Work closely with the main bus operator Stagecoach in implementing the scheme taking full account of the commercial viability of the overall bus network in Ashford.

Due to the uncertainties of public funding being available in the next few years, we do need to consider the best way of achieving the highest quality public transport system to support growth as early as possible. Private developer funding support should be maximised, possibly supported by a bid to the Sustainable Transport Fund, to enable the aims of the SmartLink scheme to start being delivered. Following a review of the LDF Core Strategy, a major scheme bid should be considered and submitted to DfT for approval and funding as soon as possible thereafter.

The following delivery plan for the SmartLink scheme is now recommended:-

In the short to medium term (0-5 yrs) – The Smart-Routes approach be adopted working with the principle bus operator in Ashford, Stagecoach and developers of the major growth extensions to deliver the aims of SmartLink through a route by route approach. This would use initially, s106 contributions triggered by progress with development to fund the priority routes as set out in the SmartLink scheme, in phases tackling the most congested sections first.

Medium term (3-5 yrs post CS review) – consider a refreshed bid, although unlikely that public funding will be available for phase 1 until at least 2016 onwards. The capital cost of the bid could be significantly reduced depending on progress with the Smart-Routes described above, and the possible omission of the costs of Park and Ride from the bid.

Park and Ride – may have to be excluded from the SmartLink bid to save capital costs. Park and ride could instead be delivered in phases through developers of town centre commercial sites paying commuted sums in lieu of the cost of providing 'on site' car parking (as described in the Car Parking Strategy).

References and Detail/Background Reading

This summary and briefing note are based on information contained in the following reports:-

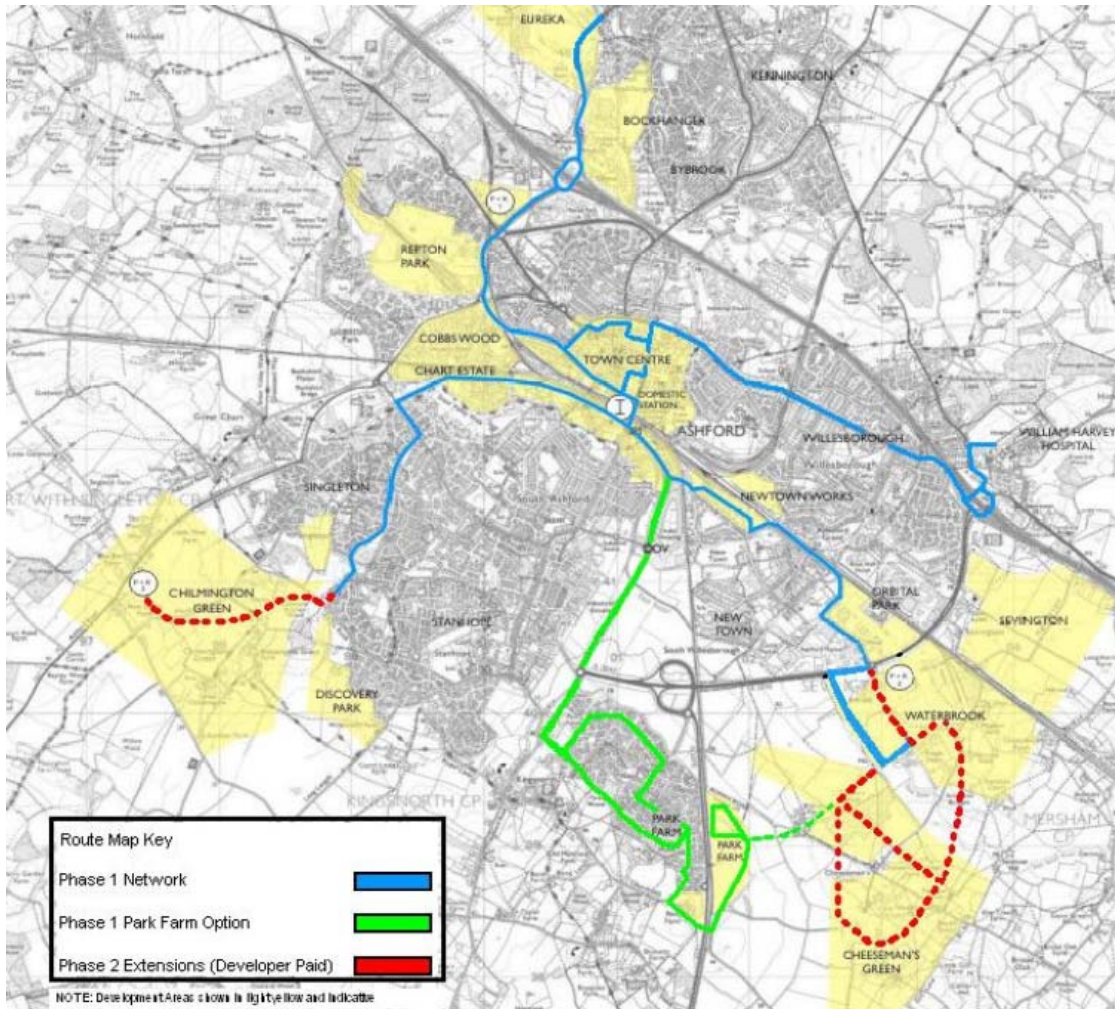
Outline Information Submission to SEERTP – KCC 21 May 2010
Draft Major Scheme Business Case – iTransport for KCC 18 October 2010
Draft Ashford Area Transport Model Forecasting Report – PDC for KCC 10 November 2010

These reports refer to policies and information contained in the following study and strategy reports:-

Ashford Area Transport Study – RPS, April 2004
Ashford Park and Ride Study – RPS April 2005
Greater Ashford Development Framework (GADF) – Urban Initiatives May 2005
Ashford Transport Strategy – KCC Nov. 2005
Ashford SmartLink Scheme Development Tech Note – RPS Jan 2006
Ashford Highways and Traffic Study (AHTS) – Highways Agency, Sept 2006
Ashford Local Development Framework Core Strategy – ABC adopted July 2008
Ashford Town Centre Area Action Plan – ABC adopted February 2010
Ashford's Future Car Parking Strategy – Nov. 2006 (updated by Tech Note Dec 2010)

AP/31.12.10

Appendix A – Plan of Proposed SmartLink routes



Appendix B – Table of potential Local Contributions towards costs of SmartLink Phase 1 (as at Feb 2010)

Item	Sum	Status of the Planning Permission
Crowbridge Road Bridge (CTRL)	£268,323.53	Money with KHS and awaiting use – paid in lieu of CTRL several years ago and to be used to support any work to improve bridge and road.
Barwick (or successors) Eurogate Payment Trinity Road	£36,000.00	S106 signed on 27/07/2007.
Barwick – two shelters provided in addition to services payment (above)	£34,000.00	See note above.
Park Farm (SPG6 Green Travel Fund – linked to modal shift targets)	£500,000.00	Subject to the agreement of SATS partners
Cuckoo Lane (Stop Infrastructure Support payment)	£23,944.00	Awaiting revised planning application from developer before S106 can be negotiated
ZED Homes Phase 1	£160,979.00	Planning permission granted on 30/01/2008 – payment prior to occupation of more than 150 dwellings
ZED Homes Phase 2	£182,248.00	Second payment prior to occupation of more than 400 dwellings
Bellway Homes Phase 1	£43,000.00	Outline planning permission granted on April 2008. Contributions triggered by commencement of blocks A & B
Bellway Homes Phase 2	£120,000.00	Second payment triggered by commencement of Block C
Bellway Shelter Contribution	£7,500.00	Within S106 agreement and due in first phase of S106 payments. To support bus stop provision close to the development on Victoria Way
Repton Park (in relation to Templer Way stops)	£100,000.00	Outline Planning Permission granted October 2007. Current completion and occupation is 221 with a further 42 dwellings by May/June 2010.
Kings Avenue Development (60% 1 bed and 40% 2-3 bed assumed)	£24,738.00	Permission granted at Planning Committee on 14 th Jan. 2010 and subject to signing of the S106 Agreement.
Park Farm 'Accommodation Bridge Sum' (already paid as 200+ dwellings)	£120,000.00	Outline planning permission granted on 22/12/2005.
Cheeseman's Access and Stops	£210,000.00	The outline planning permission was granted on 30/01/2006. Two further reserved matters application have been granted.
Kier Newtown Works (Highway Works Contribution to Bridge)	£72,000.00	The outline planning permission was granted on 24 June 2009. Reserved matters application for Phase 1 has been submitted
GPS Ticket Machines	£140,000.00	Project in partnership between KCC and Stagecoach. Enables ticket machines on buses to trigger RTI at bus stops and work with future Smartcard applications – will be fitted to all SmartLink buses
Free Standing Advertising Units Clear Channel	£67,500.00	Several SmartLink 'stations' will be suitable for commercial advertising and the ABC contractor, Clear Channel have indicated this sum as the funds given to erect and maintain free standing advertising units at these locations.
Interreg IVb funded Info Kiosks (£ equivalent)	£43,500.00	Part of a recently submitted Interreg IVb bid to improve connectivity between the local area and the HST network. This element support 50% costs of installing a number of free standing information and Smartcard kiosks around Ashford for travel information
Interreg IVb funded hardware costs for 50% of kiosks	£87,135.00	Hardware costs related to the kiosks, RTI improvements and general running of the IT scheme planned under this project and linked to SmartLink
Interreg IVb Software costs and systems integration of Kiosks / Smart Cards	£190,000.00	Software costs related to the kiosks, RTI improvements and general running of the IT scheme planned under this project and linked to SmartLink
KCC Support Fund in 10/11 for SmartLink Preparation	£400,000.00	Funding from KCC (KHS / Regeneration) to support ongoing development, design, modelling and implementation works connected to the SmartLink bid submission, traffic orders (CPO/TROs), and future construction.
KCC Support Fund in 11/12 for SmartLink Preparation	£400,000.00	Funding from KCC (KHS / Regeneration) to support ongoing development, design, modelling and implementation works connected to the SmartLink bid submission, traffic orders (CPO/TROs), and future construction.
TOTAL	£3,230,867.53	

Note. Some amounts have already been paid to KCC for S106 Agreements or CTRL grants. Other amounts are written in to current S106 Agreements, or being written into new S106 Agreements, and will be triggered as SmartLink is built. Money from Park Farm is already deposited with Ashford Borough Council and should be secured following a report to the Officer/Member Group charged with the responsibility to release SPG6 Payments and consultation with partners. Money from the Cheeseman's Green Access and Stops will be guaranteed through a direct agreement with the developer, Crest Nicholson. Clear Channel and KCC/Stagecoach have confirmed the figures linked to advertising units and GPS ticket machines respectively. A minimum of 10% of the bid total (circa £2.8m) is needed as Local Contribution.