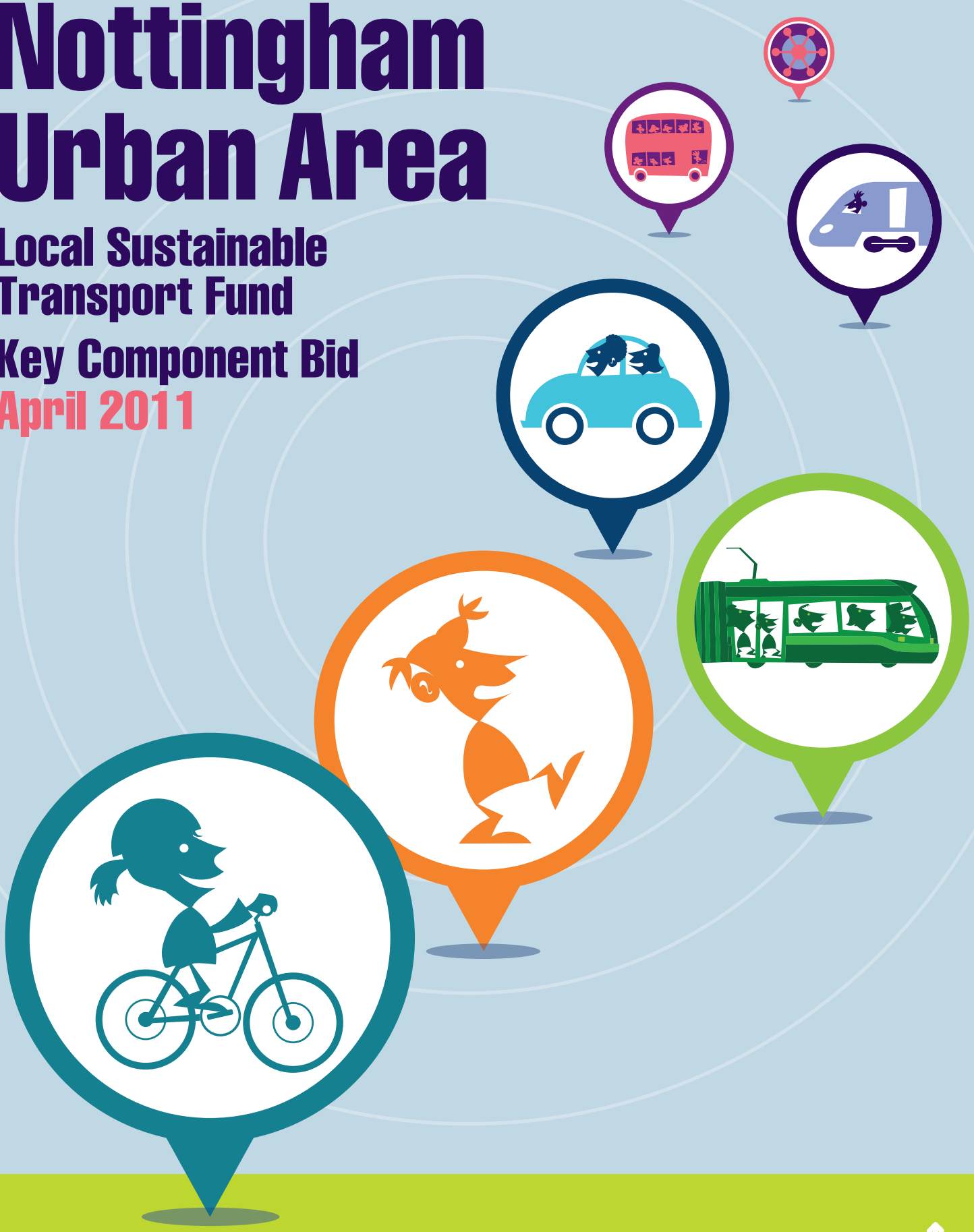
Nottingham Urban Area

Local Sustainable Transport Fund

Key Component Bid

April 2011



DECADE OF BETTER HEALTH

NHS Nottingham City

CitiHealth NHS Nottingham

sustrans JOIN THE MOVEMENT

the big wheel turning transport around www.thebigwheel.org.uk

DERBYSHIRE County Council Improving life for local people

Nottinghamshire County Council

Nottingham City Council

In 2015…



Cassie works at a large retail unit at the edge of the City and most days Cassie drove to work on her own. A few years ago Cassie's employer held a Green Travel Roadshow where she had been able to meet and chat with specialists about a range of transport options. She was worried about car parking charges at her workplace and was horrified to realise the real cost of a car and petrol - so started looking for a cheaper alternative. Her employer had secured a grant to install smartcard activated secure cycle parking and after getting some good advice Cassie used the online journey planners to plan a quicker, more economical and healthier route into her work place. The online journey planner had shown her current journey could be made much easier. So, she decided to use the new cycle hire facilities at the nearby Park & Ride Site and then leave the hire bike at the cycle parking at her workplace – using her smartcard to access both services. She even had a buddy to take her through her first journey showing her how to get the bike and accompany her on her cycle journey to work. And, Cassie has the added flexibility of using the same multi-operator smartcard to use the buses at the Park & Ride, giving her the flexibility to catch the bus into work too.



Carla and Martin moved to Nottingham 3 months ago – they had been tempted to move by the leisure facilities, job opportunities and easy access to open spaces and parks. After years living in the south of England they'd become bored of relying on their car for every journey – and they wanted to make more of the hours that they wasted each week sitting in traffic jams. They intend to start a family in the future and so it's important to them that they can enjoy the outdoors – whilst benefiting from living in a City with excellent transport links that can get them to good jobs, schools and activities.
As soon as they arrived in the City they visited their local Community Travel Hub to get advice about travel options – through this they got involved in the Decade of Better Health campaign, subsequently joining a local football team and taking part in regular organised walks to increase their fitness levels. They use public transport for all of their journeys now – and they've even found that they no longer need both the cars that they'd previously used to get them to their jobs. They've met lots of people this way and they even volunteer as cycle instructors in their local community in their spare time. Moving to Nottingham has increased their quality of life – and it's given them access to open spaces, quality time together and they're involved in their local community. Carla's parents visit regularly and are now looking to relocate to Nottingham so they can be closer to the family – and so they can enjoy some of the benefits that the Nottingham area holds.

Sarju is a retired Doctor – and so he knows all about the benefits of walking and cycling. At 71 he's been active all his life and is really feeling the benefits of as he still enjoys a busy pace of life. He's enjoys getting out and about after being a life long cyclist but now he's in his retirement he spends more of his time walking from A to B and using public transport, especially the free city link bus that takes him around the city when he's shopping. Sarju's son joined the City's Car Club a few years ago, which means he's had easy access to use a vehicle without having the hassle of paying for full time maintenance and upkeep of a car. Originally he could choose from a wide range of electric vehicles on offer, which provided lots of flexibility for family trips out to places near and far – especially now all the latest intelligent plug-in hybrids can cater for any journey length. And, with a range of electric vehicle charging points around the city there's never a lack of places to charge up. Sarju and his extended family still enjoy cycling along the canal waterways and often hire their bikes to take advantage of the weather and the beautiful scenery along the route.



Arjan was made redundant in late 2011 after working at the same company for 12 years. Arjan had been studying part time at college to retrain as a Fitness Instructor and had taken cycle training lessons to build his confidence up, so he could fit in a bit of exercise on his way to college each day. When Arjan got his first job interview he went straight to his local Community Travel Hub, where he was able to get his low carbon travel options to get to the interview location – it was important to Arjan to make sure that his journey was as green as possible. After getting his bus route sorted Arjan was able to get to his interview on time – and all his hard work paid dividends as he was successful in his application! Arjan has now been working for the last 4 years for 4 days a week at leisure centres around the City and has a public transport route planned for each one. On top of that he became a part time cycling instructor and has helped hundreds of people to change to a more active travel regime for work, access to services and leisure. He also takes full advantage of the City's excellent public transport network by using his multi-operator smartcard - which means he can swap between trams and buses for his journeys, all using the same card. The smartcard doubles up as a library card and provides access to leisure activities which makes juggling a busy life and a new job that little bit easier!

Department for Transport

Local Sustainable Transport Fund - Application Form

Applicant Information

Local transport authority name(s)*:
Nottingham City Council (co-ordinating authority)
Nottinghamshire County Council
Derbyshire County Council

Senior Responsible Owner name and position:
Jennifer Dearing, Interim Corporate Director, Development

Bid Manager name and position:
Jennie Maybury, Principal Transport Planner (Travel Demand Management), Development

Contact telephone number: 0115 8763946
Email address: jennie.maybury@nottinghamcity.gov.uk
Postal address: Nottingham City Council, Transport Strategy Team, Development, Floor 4, Loxley House, Station Street, Nottingham, NG2 3NG
Website address for published bid: www.mynottingham.gov.uk/lstf

SECTION A - Project description and funding profile

A1. Project name: Nottingham Urban Area LSTF Key Component Bid

A2. Headline description: 100 words max
Our bid will revolutionise travel in Nottingham. New opportunities including the tram expansion, new Station Hub and improved bus services linked to the introduction of the UK's first Workplace Parking Levy uniquely places Nottingham on the verge of delivering a major step change in travel behaviour. Our Bid proposals will deliver an integrated multi-operator smartcard platform, directly engage with citizens about travel choices, enhance travel plan support for employers and allow us to continue the successful UCycle Nottingham programme. These measures will both increase opportunities for local people to access jobs and training and reduce carbon emissions.

A3. Geographical area:
This bid will provide funding for Key Component activities and measures within the Nottingham urban area as shown on the plan in **Appendix A**. This comprises the administrative area of City of Nottingham and the built up areas of the Nottingham conurbation within the boroughs of Broxtowe, Gedling, Rushcliffe and the Hucknall part of Ashfield District in Nottinghamshire and the boroughs of Erewash and Amber Valley in Derbyshire

A4. Type of bid (please tick relevant box):

Small project bids
Tranche 1 bid ☐
Expression of interest for Tranche 2 ☐ (please complete sections A and B only)
Tranche 2 bid ☐

Large project bids

Key component bid ☒

Large project initial proposals ☐

A5. Total package cost (£m): £10.865 million

A6. Total DfT funding contribution sought (£m): £4.925 million

A7. Spend profile:

£K	2011-12	2012-13	2013-14	2014-15	Total
Revenue funding sought	995	1,335	760	760	3,850
Capital funding sought	250	525	150	150	1,075
Local contribution	1,740	2,015	1,270	915	5,940
Total	2,985	3,875	2,180	1,825	10,865

A8. Local contribution

Overall local contribution amounts to £5.94 million: £1.92 million revenue and £4.02 million capital).

Funding source	Bid element supported	2011-12		2012-13		2013-14		2014-15		£k
		Rev	Cap	Rev	Cap	Rev	Cap	Rev	Cap	Total
Nottingham Local Transport Plan 2011 – 2026:										
Funding for smartcards	A		80							**80**
Area capital funding	B		400		400		400		400	**1600**
Behaviour change	C		60		60		65			**185**
Cycle integration	D		35		100		100			**235**
Indicators monitoring	E		40		40		40		40	**160**
Sub total		*0*	*615*	*0*	*600*	*0*	*605*	*0*	*440*	***2260***
Nottingham City Council – other programmes:										
Concessionary fares	A	100		100		100		100		**400**
Workplace Parking Levy	C	100		200		200		200		**700**
Sub total		*200*	*0*	*300*	*0*	*300*	*0*	*300*	*0*	***1100***
Confirmed external funding sources:										
DfT smartcard programme Yr 3 funding	A		220							**220**
Public transport operator smartcard infrastructure contributions	A		250		750					**1000**
NHS Nottingham City	B	280		190		190				**660**
University of Nottingham & Nottingham Trent University	D	40	135	40	135	40	135	40	135	**700**
Sub total		*320*	*605*	*230*	*885*	*230*	*135*	*40*	*135*	***1670***
Total (£k)		**520**	**1220**	**530**	**1485**	**530**	**740**	**340**	**575**	**5940**

Key to bid elements as described in Section C1:

A; Smartcard development and integrated ticketing offer

B: Community travel hub pilot

C: WorkSmart business travel support

D: Active travel partnership working – UCycle Nottingham

E: LSTF programme management

A full breakdown of the funding profile for the Key Component bid is set out in **Appendix B.** Letters confirming external contributions from NHS Nottingham City, the two universities and how the contribution from the public transport operators will be secured are in **Appendix C.**

A9. Partnership bodies

This bid falls within the D_2N_2 Local Enterprise Partnership (LEP) area and is supported by three of the four local authorities in the LEP. The full bid will be presented to the LEP for their endorsement.

Nottingham City Council: The City Council is leading the development of the Nottingham urban area bid in partnership with a range of public, private and third sector organisations. The City Council will be the lead partner with responsibility for managing the LSTF delivery programme and the central budget holder with responsibility for financial management.

The bid project group has active representation from the following organisations:

- **Nottinghamshire County Council:** There is long history of joint working with Nottinghamshire County Council on shared transport programmes through the Local Transport Plan process. The County Council is a supporting partner for this bid and will direct the delivery of measures in Broxtowe, Gedling, Rushcliffe and Hucknall.
- **Derbyshire County Council:** Derbyshire County Council is a supporting partner for the bid. The County Council is also involved in two other LSTF bids and so does not consider it appropriate to seek additional funding through the Nottingham urban area bid. However the measures delivered through this bid will benefit residents of Derbyshire within the Nottingham travel to work area. The County Council is happy to play whatever role is appropriate in project management and liaison. It will be able to contribute officer time from its existing sustainable transport, accessibility and public transport teams and to consider allocation of other resources against specific initiatives. The Council will stay closely in touch with the project in order to align as closely as possible its ongoing work within these fields.
- **Sustrans:** Sustrans is the UK's leading sustainable transport charity and main delivery partner for the UCycle Nottingham programme which has been developed in partnership with the Nottingham Trent University, University of Nottingham and the Nottingham University Hospital Trust. UCycle Nottingham provides a comprehensive cycle promotion programme including cycle infrastructure improvements, cycle training activities, a cycle loan scheme and bespoke marketing campaign and events for staff students and visitors to these sites. The approach has proved to be successful and the bid will enable this programme to be continued and to extend provision to further education colleges across the conurbation.
- **Greater Nottingham Transport Partnership (GNTP):** This public and private sector partnership has been in place for 10 years and is hosted in the third sector by RideWise, a local not for profit social enterprise. GNTP has a wide reach and representation from major employers in the Nottingham urban area, from business representative organisations such as the Federation of Small Businesses and the Derbyshire and Nottinghamshire Chamber of Commerce and from local transport operators. The GNTP has a wider membership of around 650 organisations and a core of around 10 active organisations who act as ambassadors in the business community for sustainable travel and travel planning activities. The partnership has helped to shape the direction of each of the LTPs, has led major cross conurbation projects and manages the Big Wheel integrated transport marketing programme. It would lead the business engagement and marketing support elements of the bid.
- **NHS Nottingham City:** The City Council has worked closely with the local NHS over the last 10 years on a variety of transport/health related issues such as active travel including community cycling projects, access to health services and healthy food. The responsibility for public health including health promotion activities in relation to physical activity and active travel will be transferring to the local authority in 2012/13 and transitional arrangements are in already in place. In 2010 the City Council and NHS Nottingham City jointly launched its public health behaviour change programme 'Decade of Better Health'. This has a number of strands and provides a local proven exemplar model for community engagement on behaviour change programmes.

The bid is also supported by

- **Nottinghamshire City & County Employment and Skills Board** (ESB)**:** The ESB is a public private third sector partnership for improving skills and opening up access to the labour market in the Nottinghamshire area with membership from City and County Councils, Jobcentre Plus, major employers and providers including Further Education colleges and voluntary sector

training and skills networks. The Department for Work and Pensions are in the process of commissioning local providers to deliver the 'Work Programme'. There will be the opportunity through ESB to work closely with the successful providers in Nottingham and Nottinghamshire to develop activities and services to address barriers for job seekers in accessing work and training opportunities such as the availability and affordability of transport options, by building on local good practice established through the Making the Connections and Wheels to Work initiatives.

Appendix C contains letters of support from each of the key partners. This partnership is continuing to develop the large scale bid for the Nottingham urban area. The wider partnership network is shown in **Appendix D**.

The local delivery model described in Section E1 will strengthen the capacity of the third sector by using Neighbourhood Smarter Travel Co-ordinators to commission local travel activities and services tailored to the needs of individual communities from a range of private and third sector provider organisations. A full list of project partners, stakeholders and menu of service providers by sector is set out in **Appendix D**.

SECTION B – The local challenge

B1. The local context

Economy

Nottingham is the largest employment and economic centre in the East Midlands with an economy worth over £11 billion per annum. Its importance is emphasised through recognition as one of the eight Core Cities and Science City designations. Approximately 15 million people live within a 50 mile radius attracting commuters, shoppers and visitors from a large catchment area which places significant pressures on strategic and local transport networks.

The Nottingham bid area serves a population of 899,000 and provides for 386,300 jobs based across the urban area outlined in **Appendix A**. Over 80% of jobs are in the service sector, the majority of which are in public administration. The other main sectors include distribution, banking and professional services.

Nottingham is an international business location with more than 50 regional and national headquarters including Experian, Alliance Boots, E.ON, Speedo, Raleigh and Capital One located here. Two high performing universities attract 60,000 full time students each year and undertake leading edge research programmes.

The unemployment rate in March 2011 for Greater Nottingham was 4.4%, slightly higher than the England average of 3.7%. As with employment, skills and economic activity, this average masks considerable differences between communities. At a local level, some groups are disproportionately affected by unemployment. Young people and those looking for unskilled occupations both represent a third of current job seekers. Young people remain the largest group of unemployed and a group particularly at risk of disenfranchisement from the labour market (Local Economic Assessment). 65.4% of the Greater Nottingham population are educated to NVQ2 level or higher (5 A*-C GCSEs) marginally higher than the England average of 65%, however 15.8% of the City's population have no qualifications compared to 13.3% in England. NVQ2 or higher is often used as a minimum requirement to move onto further education or training demonstrating a poor skills base in some areas.

Creating good access to transport services and information is essential in offering learning and training opportunities to support local people into good jobs and ensuring Nottingham's economy remains competitive. Headline figures for the Local Enterprise Partnership area show that between 2011 and 2014, every 100 jobs cut from the public sector in Nottingham are likely to result in 41 additional jobs being lost in the wider economy (emda study 2011). Nottingham has been significantly hit with reductions in public sector jobs and crucially transport will be essential to

enabling citizens' to access employment opportunities and get back into work. Significant growth is projected to take place over the next 15 years with population levels across the urban area estimated to rise to around 950,000 by 2026 (from 899,000). According to the Big Idea local transport survey 79% of the public and businesses agree with the priorities set out in the Local Transport Plan. 25% of respondents who had made their most recent journey by car would like to travel more sustainably in the future demonstrating the potential for modal change.

The largest employment growth is set to take place in the science and technology, knowledge intensive and creative industries with job opportunities located within the urban areas. Projections based on the Nottingham City Region Employment Land study indicate a need for around 23,500 office jobs between 2009 and 2026. The Nottingham Sustainable Community Strategy includes a target for the creation of 20,000 science and technology jobs by 2020 reflecting the forecast growth in these sectors. Through an Aligned Core Strategy for Greater Nottingham (part of the Local Planning Authorities' Local Development Frameworks), provision will be made for up to 52,000 new homes (2009-2026) to accommodate these population changes. Transport provision will play a key role in enabling people to access employment and training opportunities, and in ensuring the conurbation as a whole is well connected.

Environment

Nottingham has been one of the early pioneers in showing a commitment to tackling climate change demonstrated through the Nottingham Declaration which has been signed by over 230 authorities and organisations. Created in 2000, this vision has contributed to establishing a framework for reducing our impact upon climate change locally. A decade on and Nottingham is generating 4% of local energy from renewables and waste (highest in the UK). Nottingham Energy Partnership research suggests the City is well placed to exploit opportunities to use waste to generate low carbon renewable energy and fuel which could power public and community transport and fleet vehicles in the future.

Climate predictions confirm Nottingham is susceptible to changes in weather patterns, in particular flooding, which could adversely impact key strategic transport corridors so mitigating the impacts of climate change by adapting the transport system, as well as carbon reduction, will be crucial to the functioning of the urban area and its communities. The Nottingham Sustainable Community Strategy contains targets to be achieved by 2020 to:

- Reduce overall carbon emissions by 26% against 2005 levels
- Generate 20% of the City's own energy from low or zero carbon sources

Faced with a future of lessening and fluctuating oil supply and climatic impacts, there is a need for the local economy and transport system to reduce consumption of fossil fuels. Nottingham is starting the low carbon transition from the front with a considerable lead. The City generates 11% of our own heat and power from gas CHP (combined heat and power) and renewables. The City Council is currently developing a Climate Change Strategy including an Adaptation Action Plan taking shape to deliver Council wide improvements, and including area action plans delivered within communities.

Investment in a number of low carbon public transport options has been made through past Local Transport Plans including the Nottingham Express Transit tram system integrated with a high quality and comprehensive bus network which includes an ongoing trial of ethanol fuel on a local tendered bus service. Local monitoring shows carbon emissions from transport have been reducing year on year attributed to mode transfer to public transport and active travel – Nottingham consistently tops the rankings with highest bus use per head outside of London with over 63 million journeys taking place by bus and a further 10 million journeys on Tram Line One. This investment will be boosted by the Green Bus Funding for electric vehicles and electric diesel hybrids for link bus services and investment from the Midlands Plugged in Places programme for electric vehicle charging points at park and ride sites and key employment locations.

Social

Local evidence supports Nottingham's place as a liveable City. In the 2010 citizen's survey, 81% of residents stated satisfaction with their local area as a place to live and 57% of respondents felt they could influence local Council decisions. An example of Localism in action has been the Area Capital Fund programme which has invested £40 million directly into local neighbourhoods improving local footways, street lighting, open spaces, parking and other small-scale public realm enhancements as identified and prioritised by local areas. These small improvements to local streets and areas are helping to revitalise the physical environment of many of Nottingham's neighbourhoods and contribute to supporting regeneration initiatives through improved transport infrastructure and public realm and improve access to green and open spaces, residential areas and local centres.

DfT Core Accessibility indicators show that the City has high levels (96%) of access by public transport to employment opportunities and local services (hospital and GP services, primary, secondary and tertiary education and supermarkets). Access to bus stops within a 250m walk by service frequency is highest in the Nottingham urban area for hourly, half hourly and 10 minute frequency services (DaSTS Three Cities Agglomeration and Accessibility Study, 2010). However this data only measures ease of travel to the nearest facility or location and does not take account of the suitability of the services on offer or that education and health policies actively encourage people to choose which services they use.

The affordability of public transport is a barrier for disadvantaged groups with the cost of public transport perceived to be a significant barrier to people on low incomes. Cost is also a deterrent to using public transport for people who have the option of personal transport. There was consensus that the cost of a day ticket (which was £2.70 at the time of the study (One Nottingham *Accessibility of Employment and Training Opportunities in Greater Nottingham*, 2007) was 'too much' for people on low incomes. It is perceived to be more expensive to use the bus than a car for the same trip.

Local evidence reflects the critical need to address the large-scale health inequalities that exist between people living in different parts of the urban area. Life expectancy levels differ across local authority boundaries with the lowest average life expectancy in the City for men at 74.9 years compared to 80.2 years in Rushcliffe. For women the gap is slightly smaller at 80.2 years in the City compared to an average 83.1 years in Rushcliffe. These disparities mask a greater difference between life expectancy when considered at ward level with men living in the poorest wards of the City living on average 13 years less than those in the most affluent wards and women 10 years less. The largest contributors to Nottingham's gap in life expectancy compared to England are cardiovascular disease, cancer and respiratory disease.

Nottingham also faces rising levels of overweight and obesity with large proportions of citizens not getting the recommended level of physical activity to support their wellbeing. The prevalence of overweight and obesity is increasing across all communities demonstrating that the whole population is at risk. Prevalence of obesity almost doubles between the age of 4-5 years and 10-11 years (from 10.2% to 20% in boys and 8.9% to 16.5% in girls). Increasing physical activity through active travel will contribute to the City's Healthy Weight Strategy and adult and child obesity 2020 Sustainable Community Strategy targets.

The 2001 census showed that nearly half of all households (45%) do not have access to a car compared to the England average of 27%, consistent with a high proportion of low income households. Low carbon and active travel options are generally more affordable making the promotion of travel behaviour that improves health and wellbeing whilst also reducing carbon emissions, a realistic travel choice for lower income households. Nottingham was also named least car dependent city by the Campaign for Better Transport in 2010 due to the high quality public transport offer which provides significant potential to deliver further travel behaviour change.

B2. Evidence

The transport challenges facing the Nottingham urban area have been derived from a comprehensive analysis of local data and intelligence. As part of the preparation of the third Local Transport Plan (LTP) a robust evidence base was compiled and analysed providing the ability to take stock of our current economic, environmental, health and social context to draw out the key transport challenges and problems for the future. Analysis of what has worked locally and elsewhere in the country has helped to shape the package of integrated measures presented in the Nottingham urban area bid which were tested and refined through consultation with key partners and the local community (detailed in Section C3). Key transport challenges are:

1. Enabling economic and population growth

Nottingham's economic success is dependent on connections to international, national and sub-national markets as well as local connectivity to opportunities and services, so transport and access has both a strategic and local dimension. Nottingham suffers from inadequate rail and road connections to national networks with journeys to London, other core cities and international gateways taking longer than comparable cities thus limiting economic performance.

Congestion costs the local economy in the region of £160 million each year in traffic delays (DaSTS Three Cities Agglomeration and Accessibility Study 2010). Greater Nottingham suffers from severe traffic congestion, particularly on main routes into and out of the City and around the ring road during peak times that increase business costs and are the main cause of unreliability to bus services. This is supported by the Derbyshire and Nottinghamshire Chamber of Commerce who confirm transport regularly comes up as one of the top three issues in their business surveys. In the 2008 Big Idea local transport survey, all of the large businesses interviewed agreed traffic congestion was the main priority for business and 90% of the public strongly agreed or agreed that reducing congestion was a priority. Congestion was an important issue received from the LTP consultation from citizens and was reiterated by partners as a key blockage.

Future year traffic projections have been determined through the Nottingham multi-modal transport model which considers the implications for growth of the 2020 Aligned Core Strategies and Local Transport Plan interventions set against the 2008 base year. Over the next 15 years annual average daily traffic is expected to increase from 18.4 million km to 23.3 million km.

A key parking policy tool to respond to anticipated growth is the introduction of the Workplace Parking Levy (WPL) in April 2012 which will target commuter driving through imposing a charge for each parking place provided by employers within the City of Nottingham that provide 11 or more liable parking places. Approximately 550 businesses will pay the charge for over 38,000 liable parking spaces. The WPL income will be used to create a modern transport system contributing to Nottingham's extension to the tram system, safeguard the long-term future of supported Linkbus network (feeder services collectively carrying 6.8 million passengers per annum) and contribute to the redevelopment of the Nottingham Station Hub which will have a major impact on lessening congestion pressures and provide the necessary network capacity for future anticipated growth. WPL scheme consultation and partner engagement through the Greater Nottingham Transport Partnership outline the strong need to support business through the provision of parking management and travel planning guidance that includes bespoke one to one support for identifying and implementing car parking management techniques (private sector and community involvement is discussed further in Section C3).

2. Climate change and transport emissions

Nottingham faces big challenges for reducing carbon emissions from transport and adapting the transport system to the effects of climate change. National data show carbon emissions by sector for Nottingham/Nottinghamshire as: 38% industry and commercial; 35% domestic and 27% road transport which is above than the national average of 21%.

The Integrated Impact Assessment for the LTP combining environmental, social and equality impacts of measures included in the strategy would have a significant positive impact on reducing carbon emissions from transport by reducing the need to travel, encouraging active travel and

delivering modal shift to sustainable modes. However new highway infrastructure will increase capacity which could generate additional car trips. It will be possible to reduce carbon emissions over time through technology changes if policies are successful in continuing to constrain traffic growth.

The City Council is part of the Local Carbon Framework and is currently participating in a pilot software project designed to model energy demand and supply and carbon emission data related to land use and transport planning policy interventions. The ESTEEM (Estimation of Transport energy and Emissions Model) is seeking to build a spatial mapping and quantification tool for Nottingham hosted on the core GIS system which the Council will test and use for evaluating the effects of the bid interventions.

3. Affordability and access to information

Although fare levels in Nottingham still compare favourably with many other areas of the country, the cost of local bus travel has risen compared with cost of living, particularly for short journeys. The majority of bus services in Nottingham are provided on a commercial basis, with fares determined by each private bus, tram or train operator. Analysis and consultation has shown that although prepaid single operator season tickets are competitive, there are several areas of inequality:

- Family and child fares have risen by double the rate of inflation over the past 10 years;
- Cash fares are up to 50% higher than prepaid fares, disadvantaging those unable to purchase travel in advance;
- Multi-operator journeys are significantly higher than multi-route journeys by one operator.

The City Council's ticketing strategy has identified four resident groups where accessibility to key facilities would be improved if fares were discounted below their commercial level. These include the elderly, disabled, work seekers and those in full time education from low income families. It has also identified that fares for non-car owning families are in some cases prohibitively expensive compared with the cost of parking/driving.

Since 2007, the City Council has promoted the use of 'Citycard' smartcards to increase public transport usage and increase participation in leisure activities and footfall at libraries, whilst also providing customer discounts at retail outlets and leisure centres. There are currently over 250,000 Citycards in circulation. LTP consultation has consistently received ticketing feedback from citizens and partners including Beeston and Chilwell for Integrated Transport, East Midlands Trains, Nottingham City Transport and Trent Barton bus operators who strongly support smart and integrated ticketing solutions. Key requests include simpler ticketing options and greater integration across operators and modes. In order to progress multi-operator ticketing objectives and encourage interchange, a focused movement towards smartcard systems integration and standardisation is now required. The 'ITSO' standard is now promoted by the DfT and the Project Steering Group believe smart and integrated ticketing has the potential to revolutionise the way passengers use public transport delivering wider benefits for the user, operators and the local authorities.

LTP consultation feedback from partners has identified the need to promote more widely and extensively the range of transport options available for users to make informed travel decisions. Use of Mosaic data for the local population allows us to test which groups are likely to be receptive to specific measures and how interventions can be packaged to influence citizens and deliver the optimum travel behaviour change. The data is also spatially mapped to determine the most appropriate channels and places to advertise to key groups of people. General analysis shows that our transport messages need to be strengthened through:

- TV (especially digital TV), cinema and radio advertising
- Exposure through newspapers and magazines
- Direct and relevant mailings
- Posters and increased day to day visibility of the messages
- Telephone advice lines, GP surgery, shops
- Internet, telemarketing and social media sources

The Big Idea local transport survey identified 60% of the largest businesses have helped staff to access sustainable travel information demonstrating an existing commitment to sustainable travel.

4. Physical activity and obesity levels

Transport has a key role in improving health, wellbeing and increasing physical activity levels. This would have the wider benefit of contributing to reducing obesity risk amongst young people and reducing the risk of developing cardio vascular diseases in adults.

Using national NHS Health Survey data it is assumed that 52% of adults and 23% of children are not currently meeting the Chief Medical Officer's recommendations for physical activity. Only 10.3% of people walk to work with 3.4% commuting by cycle marginally lower than the East Midlands average of 10.4% and 3.2% respectively (DaSTS Three Cities Agglomeration and Accessibility Study, 2010). The DfT's 2009 PLASC survey results for Nottingham show 63% of all journeys to school are made on foot, with the highest level of walking to school of all the Core Cities and the joint second highest level of walking to school nationally demonstrating some progress made with encouraging children and adults to travel to school on foot. Compared to walking, total numbers cycling to school are comparatively small at 1.2%, with less than half a percent of primary school pupils and 2.4% of secondary school pupils currently cycling to school.

Forecasts suggest 40% of Britons are predicted to be obese by 2025 and levels in the City are following this trend and in some case are higher. The NHS Nottingham City/City Council Decade of Better Health promotion programme has identified that 28,000 City residents need to exercise more. It is estimated that only 59% of pupils participate in 2 hours of curriculum physical exercise compared to 81% nationally (Nottingham Joint Strategic Needs Assessment). Physical activity amongst children tends to drop off with the transition from primary school to secondary school. Children and young people from Asian ethnic groups are less likely to participate in sports and exercise. Amongst adults, physical activity is lower amongst women than men at all ages and lower in ethnic minority populations and across those with a long standing illness or disability.

More children and adults using active and sustainable modes of travel would also help achieve wider benefits of reduced congestion, improved air quality, increased road safety awareness and increased citizens' travel horizons.

Baseline data relating to these transport challenges across the themes of economy, climate, accessibility and health that the package of measures is designed to address is provided in **Appendix E** to help inform later evaluation of the Fund programme.

B3. Objectives

The proposals set out in this Bid are in line with the five strategic objectives for transport set out in the Nottingham Local Transport Plan (LTP). The package of measures set out in this Bid will help to achieve these transport objectives in the following ways:

Nottingham LTP Objectives	Nottingham Urban Area Bid outcomes
Deliver a world-class sustainable transport system which supports a thriving economy and enables growth	• Reduce congestion and journey unreliability • Enhance interchange and integration with major infrastructure projects such as NET Phase Two and Station Hub redevelopment • Increase levels of walking, cycling and public transport patronage
Create a low carbon transport system and a resilient transport network	• Reduce carbon emissions from transport • Equip citizens with tools to avoid unnecessary trips through use of technology • Promote low carbon travel through provision of electric vehicle fleets and infrastructure
Improve access to key services, employment and training including creation of local employment and training opportunities	• Improve access to employment and training • Greater employment and training opportunities for local people in the transport sector • Increase levels of social inclusion and life chances for all

Improve the quality of citizens' lives and transform Nottingham's neighbourhoods	• Empower communities to influence decisions on transport • Increase satisfaction with transport services and localareas • Improve local neighbourhoods and the public realm
Support citizens to live safe, independent and active healthy lifestyles	• Reduce levels of road traffic casualties • Increase users perceived and real levels of safety when travelling • More children and adults utilising active travel modes more often • Reduce transport's impact on air quality and noise • Reduce the amount of anti-social behaviour and build a culture of respect for transport • Transport services developed that support more independent living

SECTION C – The package bid

C1. Package description

This 'Key Component' bid focuses on the core foundation elements that will support greater integration of transport modes, develop new ways of engaging with local communities and sustain partnership working with local businesses including sustaining the highly successful higher education UCycle national demonstration project. These package elements are as follows:

Key Component Work Packages	**Strategy element**		
	WorkSmart	**Early Intervention**	**NottiNGham LiviNG**
Work Package A: Smartcard development and integrated ticketing offer:			
A1: Develop a multi-operator e-purse	✓	✓	✓
A2: Develop infrastructure for multi-modal integration	✓	✓	✓
Work Package B: Establish community travel hub as pilot for the local delivery model for travel behaviour change			
B1: Establish a community travel hub as pilot for the local delivery model for travel behaviour change	✓	✓	✓
Work Package C: WorkSmart Phase A			
C1: Provide an enhanced package of business travel support	✓		
Work Package D: Maintaining active travel partnership working			
D1: Continue UCycleNottingham programme with Nottingham Universities and extend to Further Education colleges	✓		✓
Work Package E: LSTF Programme Management			

Key Component Work Packages are described in more detail below:

Work Package A: Smartcard development and integrated ticketing offer:	
	Develop the existing smartcard offer to provide multi-operator integrated ticketing using an e-purse in advance of NET Phase Two extensions and new operating franchise. The smartcard will provide access to an extended range of public transport products and additional transport services. It will also provide a platform to access discounted travel offers for low income groups which will be developed through the wider large scale bid:
A1:	**Developing an ITSO compliant e-purse:** a. Provide project management resource, promotion and contribution to the costs of developing ITSO compliant bus and back office infrastructure and systems for local transport operators b. Provide infrastructure for card issue, top-up including ITSO ticketing machines and smartcard readers to loan to small operators and establish a network of top-up stations at community venues;

	c. Re-issue 300,000 Citycards as ITSO e-purses; d. Establish platform for discounted travel options for targeted low income groups such as job seekers and young people accessing training.
A2:	**Supporting multi-modal integration:** a. Provide a platform for ticket products that support seamless transfer between different transport operators. b. Establish smartcard accessed secure cycle parking and facilities at key transport interchange points including Nottingham Station Hub, tram stops and park and ride sites. c. Pilot a small scale commuter cycle hire/loan scheme to access business and industrial parks not well-served by the public transport network from selected public transport interchange points.
	This package will be complemented by: • Investment by transport operators in new ticket machines and supporting smartcard compatible systems • Previous investment secured from the DfT for smartcard development • Ongoing reissueing of smartcards linked to concessionary fares • Delivery of DWP's 'Work Programme' that will address barriers for job seekers in accessing work and training opportunities particularly in terms of affordability of transport options
Work Package B: Establish a community travel hub as pilot for the local delivery model for travel behaviour change	
B1:	**Establish a community Smarter Travel Hub in the north of the City:** This element will pilot the establishment of smarter travel community hubs focused on developing more effective community engagement and expand the capacity of the third sector to deliver locally focused sustainable travel advice and services. a. Establish a Neighbourhood Smarter Travel Co-ordinator who will act as main point of contact for service providers and the community who will be responsible for overseeing the delivery of tailored smarter travel interventions in their locality; b. The Co-ordinator will foster a volunteer peer network of community champions to act as points of contact, service signposters and advocates for local travel needs building on the Changemakers model already in operation for the 'Decade of Better Health' health promotion programme. c. The proposal includes an intervention budget to commission: • Local activities and events; • Active travel, low carbon travel and ICT home support services and personalised travel planning service for jobseekers and employment advisors; • Development of social marketing techniques to foster community network of Smarter Travel Champions; • Small-scale local access and interchange improvements. Priorities will be determined locally depending on community needs and neighbourhood priorities. (See **Appendix D** for the list of local providers and delivery partners).
	This package will be complemented by: • Links with the City's Area Capital programme which funds an extensive programme of locally determined transport and environmental improvements including small-scale footway, highway and lighting improvements in neighbourhoods; • Contribution funding from the City Council and NHS Nottingham City's 'Decade of Better Health' promotion programme and 'Changemaker' volunteer network along with the NHS commissioned 'Active Families' programme provided by the City Council Sports and Leisure service; • Nottinghamshire City & County Employment and Skills Board's provider forum will act as the advisory body for the development and delivery of the personalised travel support packages for job seekers.
Work Package C: WorkSmart	
C1	This element will facilitate continued joint working with local businesses in the development of transport and prioritising investment. It will also deliver an enhanced package of business travel support services to complement the roll out of the Workplace Parking Levy: a. Contribution to sustain the Greater Nottingham Transport Partnership in terms of core costs, business forums, web site development, marketing, 'Big Wheel' brand development and events; b. Expansion of Greater Nottingham Transport Partnership Business Club activities including development of web based resources and co-ordination of online journey planning tools and travel information road shows; c. Presence at mobile travel centre/road shows providing smartcard issuing and top-ups at business and industrial parks outside the city centre, provision of information and targeted travel advice; d. Incentives to reward employees of WPL liable organisations who give up their parking space.
	This package will be supported by: • Travel planning and parking management funding linked to the implementation of the Workplace

	Parking Levy for business support activities; • Nottinghamshire City & County Employment and Skills Board's provider forum will act as the advisory body for the development and delivery of the personalised travel support packages for job seekers; • NHS Nottingham City's Healthy Workforce programme which currently works with public sector organisations to promote healthy lifestyles for employees including active travel; • Low carbon travel promotion programme to be delivered by Energy Savings Trust targeting major organisations by providing advice and activities around energy efficient driving, fleet management and low carbon vehicles. *(N.B. This programme is still subject to DfT approval of EST's funding through the Consumer Transport Local Programme and therefore not yet committed)*
Work Package D: Maintaining active travel partnership working	
D1	Funding to continue the successful UCycle Nottingham partnership programme with Nottingham's two universities, and to extend the programme to Further Education colleges providing a programme of cycle promotion activities, cycle loan scheme, travel planning and small scale infrastructure improvements. Elements include: a. Dedicated officers working within the institutions to support staff and students with information, skills and confidence to travel sustainably; b. Personalised travel planning advice; c. Expansion of the existing large scale cycle loan scheme to include short term/daily hire options; d. Identification and coordination of small scale transport infrastructure improvements both on and off campus; e. Officer specifically allocated to expand the initiative to Further Education establishments.
	This package will be supported by: • Funding contributions from both Universities for site based promotion officers and infrastructure improvements; • Management and co-ordination from Sustrans linked to their support for developing best practice in active travel with the higher education sector nationally; • Third sector organisations including 'Ridewise' social enterprise who provide cycle training for students and staff, bike maintenance sessions and guided rides.
Work Package E: LSTF Programme Management:	
E1:	The City Council will be the lead authority and the accountable body for the Nottingham Urban Area bid and will be responsible for a. Programme co-ordination including servicing the LSTF Programme Board; b. Financial management; c. Reporting on programme delivery, monitoring and evaluation. This role will be supported by a monitoring budget to provide information to feed into the Department's reporting and evaluation framework.

C2. Package costs

A full breakdown including local contributions is provided in **Appendix B** with a summary below:

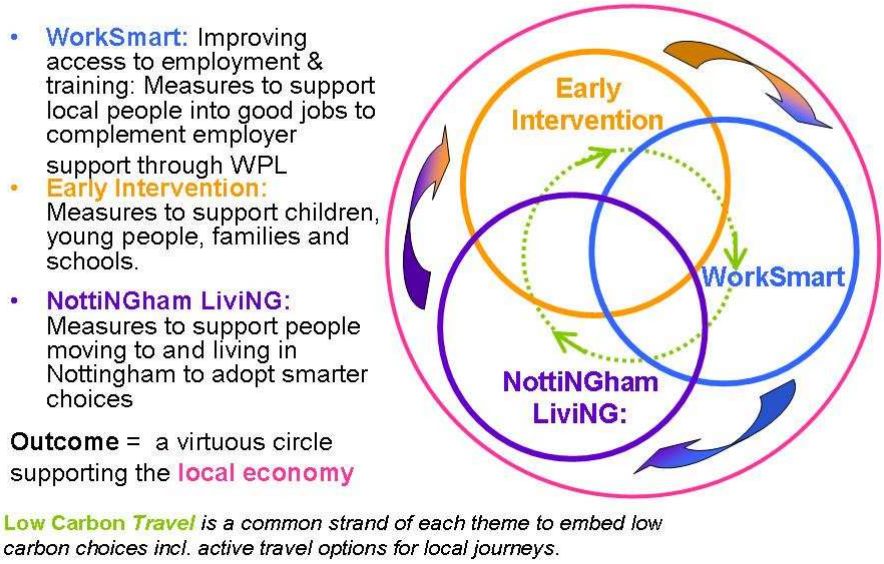
A1:Smartcard development and integrated ticketing	£K	2011-12	2012-13	2013-14	2014-15	Total
	Revenue	805	840	215	215	2075
	Capital	225	475	100	100	900
A2: Set up community travel hub in north of the City	£K	2011-12	2012-13	2013-14	2014-15	Total
	Revenue	30	140	190	190	550
	Capital	0	0	0	0	0
A3: WorkSmart Phase A	£K	2011-12	2012-13	2013-14	2014-15	Total
	Revenue	50	110	110	110	380
	Capital	0	0	0	0	0
A4: Maintain active travel ptshp working (UCycle Nottingham)	£K	2011-12	2012-13	2013-14	2014-15	Total
	Revenue	90	225	225	225	765
	Capital	25	50	50	50	175
A5: LSTF Programme Management	£K	2011-12	2012-13	2013-14	2014-15	Total
	Revenue	20	20	20	20	80
	Capital	0	0	0	0	0
GRAND TOTAL		1245	1860	910	910	4925

C3. Rationale and strategic fit

The overall strategy for the wider bid is to meet the twin LSTF objectives of supporting local economic growth and increasing the uptake of low carbon travel options by focusing on key life stages as an opportunity to influence travel behaviour through three complementary work programmes:

- **WorkSmart:** Improving access to employment and training to support local people into good jobs and an enhanced package of business travel support services to complement the introduction of the UK's first Workplace Parking Levy scheme and associated major public transport improvements including NET Phase Two;
- **Early Intervention:** Measures to encourage sustainable travel for children, young people and families delivered through schools, leisure, community and health activities;
- **NottiNGham LiviNG:** Measures to support people moving to and living in Nottingham to create the social, cultural and physical environment to support low carbon travel choices.

Providing a package of sustainable transport measures across these three areas will create a "virtuous cycle" that will help the Local Transport Plan investment to deliver economic, environmental and community benefits set out in the Nottingham Plan (Sustainable Community Strategy) with each of the bid's work programmes reinforcing the benefits of the other two.



The Nottingham Plan Sustainable Community Strategy sets out the City's long term vision for social, economic and environmental wellbeing. The Nottingham Urban Area bid will directly help to achieve this vision by enhancing our transport offer to business ensuring the city remains an attractive place to invest, making it easier and more affordable for local people to access employment and training opportunities, using transport as a means of enhancing our cultural and social offer, and engaging local people in decision making about the local transport improvements and low carbon travel services they need in their area, thereby making neighbourhoods more attractive, sustainable and safe places to live and grow up and so giving our children and families the best start in life. How the bid will support the Nottingham LTP objectives has been described in Section B3.

The key to achieving this vision and the common thread running through our LSTF programme is improving integration between journey modes and making low carbon travel choices easier. Nottingham already has high levels of public transport patronage but the ticketing offer is complex and favours those who can make advance bulk purchase of travel. Much has been done to improve the local cycling offer, particularly through the Cycle England/Sustrans UCycle Nottingham programme in partnership with the two universities and the University Hospital Trust and the Cycling for Health programme in partnership with NHS Nottingham City. This bid aspires to take the next step by looking at the door to door journey and the opportunities for people to make really

flexible multi-modal and multi-operator journeys using the full range of low carbon modes. This Key Component Bid focuses on getting the foundations in place on which the wider bid will be built.

1. **Development of a multi-operator smartcard:**

- This package will evolve the existing Citycard into a **multi-operator e-purse** providing a common operating system for the NET Phase Two franchise and support the integration of tram, bus, rail, park and ride, shopmobility, community transport, and cycling. It will revolutionise travel by unlocking benefits for members across a range of services as well as transport which support the three key life stages. The smartcard will literally be the key to access services and opportunities by providing membership at the swipe of the smartcard to a wide range of transport services and activities e.g. full range of public transport services, cycle parking, hire bikes, electric vehicle charging points and providing the platform to deliver discounted travel offers for job seekers, young people and other low income groups.
- For the user this will increase the affordability of public transport and improve access to services by: Simplifying the fare structure ensuring passengers received the best travel deal for their combination of journeys; Providing the platform for a membership card to access a wide range of travel and other services along with tailored discounts at supporting retailers and services as already established by the Citycard model; and increasing the number of venues providing card top-up services.
- Increasing the flexibility of the smartcard offer and facilitating multi-modal journeys by linking the public transport and cycle networks to make public transport a more attractive option for those making more complex or varied journeys which are not currently supported by the individual operator travel cards in place at the moment, thereby increasing the number of cardholders and modal transfer from car to bike/public transport reducing car emissions from transport. Making the cost of travel more affordable and working with partners such as the further education colleges to set up schemes to bulk buy advance travel for those on low incomes will reduce travel barriers and help people to access employment and training opportunities.
- Working with the local employment and training provider network through the Nottinghamshire City & County Employment and Skills Board (ESB) to **improve access to work and training opportunities for local people** will ensure that the support offered through DWP's Work Programme and the changes to EMA funding effectively addresses travel barriers that prevent people from accessing work and training opportunities, such as knowing where to find and understanding travel information, low travel horizons and cost of travel as evidenced by the One Nottingham study *Accessibility of Employment and Training Opportunities in Greater Nottingham* (2007). The target audience for these services will be jobseekers and young people over 16 in full time education and in receipt of free school meals.
- It will also provide the bid partnership with a mechanism to monitor and track multi-modal sustainable travel journey patterns. The smartcard offer would be further developed through the larger scale bid.

2. **Community Travel Hubs:** The Key Component bid will pilot a local delivery model for sustainable transport services based around sustainable travel hubs.

- The network of **sustainable travel hubs** will be located at key interchange points (bus and rail stations; bus and tram park and ride sites and Joint Service Centres and other key community venues) and offer enhanced services such as smartcard card top-up, journey planning services, hire bikes, cycle parking, tele-presence, electric vehicle charging and City car club.
- A team of **Neighbourhood Smarter Travel Co-ordinators** (NSTCs) will be established based within the community to deliver a travel behaviour change programme by engaging with local communities and fostering a network of community smarter travel champions. The NSTCs will work with local people to commission smarter choices support, such as cycle training, route planning and other advice, local promotional activities, personalised journey planning and travel support for job seekers, and small-scale infrastructure improvements to respond to local needs and address travel barriers.
- This approach transfers the successful Changemakers model already being delivered by NHS Nottingham City through the Decade of Better Health programme for community engagement in health promotion activities and improving take-up of local health services, to a travel

behaviour change programme. The NSTCs would complement the Changemakers local engagement programme and where possible use the same community volunteer network which is currently 70 strong to promote activities to increase levels of walking and cycling for local journeys. Not only will this ensure an efficient joined-up service delivery to promote active travel and avoid volunteer overload but will be consistent with the transfer of responsibility for public health from the NHS to the local authority.

- This approach will strengthen the capacity of the third sector in the Nottingham area and is consistent with the move the deliver local services at a neighbourhood level established through the creation of Joint Service Centres serving the north, central and south areas of the city to deliver a range of local authority and health related services. The local delivery model is described further in Section E1.
- The Key Component bid funding will enable us to set up the NSTC for one area to fine tune the approach ahead of establishing the wider team to roll out the approach across the urban area funded through the main bid.

3. **Enhanced business support offer:** The elements of the WorkSmart package proposed in this bid will support local economic development and the objectives of the Nottingham Plan (Sustainable Community Strategy) by providing targeted business support on travel planning, parking management and smarter choices. The early focus on the business travel presents a key opportunity ahead of the introduction of the Workplace Parking Levy to target messages and offer support to equip people with full travel choices to optimise delivery of travel behaviour change. The target audience for this strand will be WPL liable businesses in the City with 11 or more private parking spaces. The Greater Nottingham Transport Partnership (GNTP) is an established network of local public, private and third sector organisations set up to ensure that transport delivery in the Nottingham conurbation is meeting the needs of business. GNTP has a wide membership and provides a direct link into major local employers such as Experian and E.ON who are local leaders in enabling sustainable travel for their employees. GNTP will continue to provide strategic direction throughout the delivery of the LSTF programme and will provide the framework for the delivery of the WorkSmart strand. The GNTP Business Club activities will be expanded to deliver an enhanced range of support services tailored to the different needs of larger and smaller employers in line with the feedback set out in Section C4 and **Appendix F.**

4. Maintaining and extending active travel partnership working

- Nottingham has a significant student population with the area becoming home to an additional 60,000 young people aged 18 to 25 during term time. The UCycle Nottingham programme, which has been developed in partnership with Sustrans, the University of Nottingham, Nottingham Trent University and Nottingham University Hospital Trust, promotes active travel to young adults at a time when many of them are living away from home and become responsible for their own travel behaviour for the first time. Creating a positive cycling experience for this group at this point in their lives will help to establish low carbon and healthy travel behaviour for the rest of their adult lives as well as providing an affordable and flexible option for intercampus journeys and reducing the impact of student car parking in the older areas of the City and suburbs of Clifton and Beeston which were not designed to accommodate multi-car households.
- The bid would continue the delivery of the UCycle Nottingham at the two universities for 2011/12 onwards and extend the concept to the Further Education colleges. The Further Education colleges are receptive to this approach as it will help address travel barriers and provide an affordable travel option for those students no longer in receipt of travel support due to the recent changes to Education Maintenance Allowance. Almost 50% of young adults in the City attending college are eligible for EMA so this is a significant group which would benefit from the UCycle Nottingham cycling support package. Data from the National Healthy Survey for England indicates that providing incentives to increase cycling by this age group may help engender active living and contribute to reducing the decline in physical activity as people get older, particularly amongst men.

Focusing on the above elements in the Key Component bid allows us to make the most of planned investment for the Station Hub and NET Phase Two which are to be constructed over the life of the Fund period, build on successful workstreams such as the Citycard, Greater Nottingham Transport Partnership Business Club, UCycle Nottingham initiative and Decade for Better Health and Changemakers health promotion programmes and secure continuation funding for partnership working through the Greater Nottingham Transport Partnership and UCycle Nottingham.

The Full Bid will reinforce these benefits with a package of measures to meet the travel needs of children, young people and families to help our citizen's can take full advantage of the local opportunities and so be better equipped to enter the labour market along with a package of measures to create the social, physical and cultural environment that will support sustainable travel behaviour.

C4. Community support

A number of consultation interviews and workshops have been held to get feedback and gauge support for the emerging bid proposals from the business sector, third sector organisations and community groups. The business and education sector was represented by the Federation of Small Businesses, Derbyshire and Nottinghamshire Chambers of Commerce, Speedo, Cisco Systems, EON, Victoria Shopping Centre, Games City, University of Nottingham and Nottingham Trent University. The third sector was represented by Rural Community Action Nottinghamshire, Age UK Nottinghamshire (who deliver Best Food Forward community health walks), Nottingham Community and Voluntary Service and a gathering of community groups. A focus group was also held with residents of Broxtowe Estate and the surrounds in the north-west of the City. Summaries of the feedback received about the bid proposals from each sector are in **Appendix F**.

These sessions indicate wide support for the main elements within the Key Component bid as follows:

Smartcard integration:

- Large and medium businesses value the development of multi-operator smartcards and the benefits they bring in more appropriate and affordable ticketing for their staff and additional benefits relating to access to their own, and public transport/cycling facilities.
- Nottingham Trent University have undertaken year on year investment in improving their smartcard project which provides access, e-purse and recording applications. This is currently fully integrated with local travel and university services enabling the university to offer further discounts for bus and tram travel and they fully support the wider integration with City services such as proposed cycle hub enclosures. The University of Nottingham also offer a smart card scheme for students and would like to see better discounts and term time ticketing offers.
- Within the community engagement sessions there was a strong view that ticketing on transport was disappointing with no multi-operator ticket, inflexible period tickets and insufficient discounted fares in some cases. Smartcard integration with access to transport and other services was strongly supported.

Community led delivery and proposed engagement model:

- The response to having sustainable transport community hubs and local co-ordinators where local people had a say on the transport network and its support was overwhelmingly positive. Libraries and surgeries were suggested as ideal places for co-ordinators to interact with the neighbourhood.
- Delivery organisations made the case that their local community workers were trying to do similar things on a smaller scale and a powerful neighbourhood team could be developed around the NTSC. The good links of Nottingham Community and Voluntary Service (NCVS) and Rural Community Action Nottinghamshire with community groups around the area was recognised as an important asset which the bid programme should use to help spread awareness and mobilise communities.
- However there was concern about the volunteering aspect and an awareness of the need to support volunteers more strongly. NCVS made the point that they had experience of managing volunteers and would be well placed to manage the recruitment and development of the volunteer Smarter Travel Champions network.

WorkSmart business support package:

- Businesses in Nottingham are actively involved in delivering more sustainable transport with investments by the larger companies, public bodies and the Universities running into millions of pounds per annum. However companies are facing recruitment difficulties even now and affordable access to transport is important for the lower paid whilst access to a wider labour market is needed for the highly skilled. Although businesses feel that they are provided with good support and facilities through the existing local authorities' travel planning work and online through the GNTP Big Wheel Business Club, there was a general feeling that they need more promotion of what's available and how to get that support, more face to face contact and activity within the programmes of other business support and membership organisations.
- All the businesses consulted welcomed an improved business support package in order to strengthen their performance with additional facilities and thought that more co-ordinated activity across industrial and commercial sites might promote joint ordering and delivery to adjacent businesses. The Derbyshire and Nottinghamshire Chamber of Commerce and the Federation of Small Businesses will provide channels for communications with businesses.
- The types of services businesses would like to see more of included: Improved websites for business related transport information and more travel planning practitioner workshops; Schemes to help finance travel plan initiatives, public transport and cycling access to employment and learning sites; A travel avoidance package based on ICT facilities such as video-conferencing which will also help generate more business; Opportunities to propose local improvements to the retail offering; Tools to help companies and individuals audit their travel carbon footprints; and Cycling support.
- The third sector and community representatives were supportive of public transport and active travel incentives to support people into work and learning. They believed that improved promotion and presentation of sustainable travel information would be crucial to the success of any such schemes.

Active travel:

- For the last full academic year University of Nottingham and Nottingham Trent University have been involved in a successful cycling partnership project, UCycle Nottingham, with Sustrans, the City Council and the Greater Nottingham Transport Partnership. Students and staff at the universities are very supportive of the project and both Universities see the project as an essential element of their sustainable transport offer.
- The project has promoted cycling to students and staff and provided loan bikes to over 400 students. The Universities have identified match funding to contribute to the Key Component bid to continue this programme.
- University of Nottingham expect to spend over £200k pa over the next few years on cycling and walking infrastructure associated with new developments. They would like to see short-term hire bikes for staff and student for inter-campus journeys linked to a public short term hire scheme and improved cycling routes between campuses and Beeston and Nottingham rail stations.
- Nottingham Trent University would like to see clear cycle lanes east west and north south across the city, improved cycling facilities at the Nottingham Station Hub and improved cycling routes from the station.

SECTION D – Value for money

D1. Outcomes and value for money

This Key Component proposal has been developed by the Project Steering Group making use of evidence of what works to address the challenges set out in Section B2 to promote economic growth and reduce carbon emissions and wider social and health objectives benefiting businesses and the local community. Lessons learnt from best practice nationally through the Sustainable Travel Towns and Cycle Demonstration Towns programmes have also helped to inform the bid proposals and locally through implementation of the Citycard project, work programme of the Greater Nottingham Transport Partnership and UCycle Nottingham project as part of the Cycle England Finding New Solutions programme.

Smartcard integration
Investing in the development of the smartcard platform will enable the delivery of a range of benefits and demonstrate clear value for money outcomes. Since the project began over 250,000 smartcards have been circulated and are used for 40% of journeys made. Currently half of the local bus and tram operators are ITSO compliant and the investment through this bid will enable the remainder to come up to ITSO standard. The smartcard offer can then be expanded to include integration with tram and rail to allow seamless transfer and also with other modes including cycle hire, taxis (self directed care) and car park payments. Smartcard integration and development also has significant anti-fraud benefits resulting in cost savings. The cards eliminate over riding and being personalised to the user eliminates misuse. The technology allows for greater accuracy in reimbursement of concessionary fares and multi-operator tickets by yielding savings on survey and associated costs and support greater budgetary control. The speeding up of boarding times as a result of reducing on bus cash transactions will further contribute to increasing bus punctuality and hence increased attractiveness and reduced operating costs.

Surveys and feedback has identified the need for more top up outlets to enable greater use of the cards to support lifestyles for users to 'top up and go' adding to the cards flexibility, attractiveness and ease of use. The package will build on the unique Citycard product that provides combined access to public transport along with access to Council services and retail discounts. Data analysis of smartcard use and the associated information stream of who has used the card, when and why will crucially allow delivery of targeted and tailored products for users. Smartcards also allow for greater assurance that the passenger is charged the best value ticket retrospectively - based on their actual journeys undertaken. Under non-smart schemes the passenger has to elect in advance what ticket to purchase. The effectiveness of a simplified fare structure and multi-modal cashless smartcard payment method on increasing public transport patronage has been proven in London where the introduction of the Oyster card is linked to patronage increase of over 53% due in part to the 'simplification effect' (Passenger Transport Executive Group 2009).

Community Sustainable Travel Hub
This bid aims to pilot the creation of a community hub with the view to expanding the concept into a network of travel information hubs for local people to access. A similar initiative was pursed by Mersey Travel with community travel teams providing support for access to employment which has proven to be a success. This approach of delivering front end services within communities is being applied to enable behaviour change and promote healthy active lifestyles building on the concept of health promotion currently utilised in the Decade of Better Health and the Changemakers programmes. For a number of years local neighbourhoods have been at the centre of determination of improvements they want prioritised through a local Area Capital Fund programme. As a result satisfaction levels amongst residents feeling they are able to influence local decisions has increased from 48% to 57% and satisfaction with their local areas stands at 81%.This approach has also secured funding through a number of sources including developer contributions, transport and housing capital to deliver improvements.

Greater Nottingham Transport Partnership (GNTP) Business Engagement and Support
The Greater Nottingham Transport Partnership business engagement role has helped to foster a partnered approach with the local private sector and transport operators to develop and provide a strategic direction for local transport provision. The work of the GNTP has contributed to securing around £2 million per annum over the last 5 years. Direct spending of around £250k per year has contributed towards local employment and business. The Workplace Parking Levy is a one off critical opportunity to influence commuting patterns. The measures contained within this bid will support the 550 WPL liable employers to promote sustainable travel alternatives for the 40,000 existing car commuters. Without funding to sustain business support activities the GNTP may no longer be financially viable and may result in this valuable partnership having to be terminated.

UCycle Nottingham National Demonstration Project
Evidence from the UCycle project baseline surveys highlighted 41% and 56% of students from the University of Nottingham and Nottingham Trent University respectively had access to 'no bike'. Since the project has been introduced over 400 bikes through the cycle hire scheme have been

made available and cycling levels amongst staff have increased between 4% and 5% across the three sites and between 2% and 4% amongst students. Car trips amongst staff at the University of Nottingham have reduced 10% from baseline levels after year two demonstrating the project is contributing to reducing congestion, improving health and delivering against carbon objectives. A number of valuable outcomes have been delivered through an increase in the number of staff and students cycling to and from each University and the Queens Medical Centre hospital, an increase in awareness of opportunities for and the benefits of cycling amongst staff, students and visitors and up to 100 staff and students actively engaged in promoting cycling and other forms of sustainable transport at the universities/teaching hospital over the two years. Cycling England evaluated the project as delivering the most promising results in the Finding New Solutions funding programme.

One of the key benefits of the UCycle project has been to help build the capacity of the third sector. If the project cannot be continued there will be the loss of capacity of the directly employed staff within Sustrans resulting in a greatly reduced presence in the East Midlands along with the third sector organisations commissioned by the project.

A logic map exercise was undertaken to support the planning, design and evaluation of the package of proposals which were described in Section C1. It sets out what key issues are being addressed, the measures to address them and the likely outcomes and impacts of those interventions. The logic map is detailed in full in **Appendix G**.

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D2. Financial sustainability

The Project Steering Group has developed the bid package to deliver sustainable benefits without continued need for support beyond the Fund period. As part of the control and management of the programme, a clear and robust exit strategy will be developed to ensure improvements will be financially sustainable in the long term. The Bid concept itself (discussed in Sections C1 and C3) outlines the viability of the measures built upon a growing network of smarter travel champions and co-ordinators, located in and belonging to local communities, who will act as drivers for cultural change in the way people see, access and use travel options that will deliver long term benefits. The community delivery model will increase the capacity of the third and private sectors to deliver local services.

The Workplace Parking Levy will provide a local revenue stream through which to support local transport improvements. The NET Phase Two tram extenson, Station Hub redevelopment and development of the Linkbus network complemented by LTP investment will increase the attractiveness of travel by public transport and generate an increase in revenue which can be reinvested into improving the local transport offer benefiting citizens, business and visitors. This places Nottingham in a unique position of being able to build upon and safeguard the legacy of improvements established through this Bid.

Greater partnership working through the partner and community network detailed in **Appendix D,** for example the two Universities' work with Sustrans and engagement with local business and partners, is encouraging and enabling private and local third sector organisations to invest in local transport improvements.

Analysis by the Centre for Cities suggests Nottingham is better placed than many Core Cities to have an earlier economic recovery. Evidence in Section B2 highlighted significant population and employment growth is forecasted over the next 15 years and Nottingham is already preparing to emerge from the impacts of the economic downturn. A strong integrated planning and development vision has been established through the Aligned Core Strategies and Local Transport Plan with forthcoming developments such as the expansion of the Victoria and Broad Marsh shopping centres and regeneration of the Eastside and Southside areas attracting inward investment, employment and training opportunities. There is also an increasing role of district, town and local centres as economic and employment centres for local people leading to further economic sustainability and opportunities to secure funding for future service delivery.

The role of the D_2N_2 LEP to draw in additional investment has the potential to increase productivity, create more jobs and diversify the economy. The Government's announcement of an Enterprise Zone to be established on the Boots site in Nottingham has the potential to create between 5,000 and 10,000 new local jobs resulting in much needed economic growth. The creation of a multi-use employment site across 100 acres could attract internationally significant businesses across a variety of sectors.

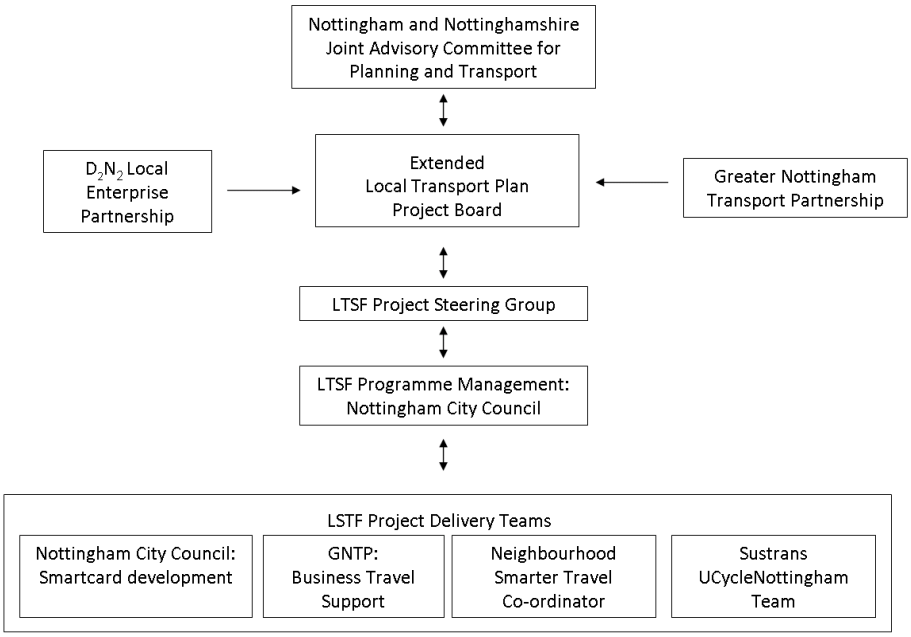
SECTION E – Deliverability

E1. Implementation

Leadership and Governance

It is proposed that the existing Nottingham City Local Transport Plan Project Board forms the basis for the Project Board for the Nottingham urban area bid. The LTP Board already has representation from the City Council Portfolio Holder for Transport and Area Working, the Head of Planning and Transport, the Head of NET and Public Transport, the Head of Traffic and Safety, the Head of Highways Services, the Head of Finance, the Chair of the Greater Nottingham Transport Partnership and the Big Wheel Marketing Officer. The Board will be extended to include representation from Sustrans, Nottinghamshire County Council, Derbyshire County Council and NHS Nottingham City.

As lead authority, Nottingham City Council will be responsible for the programme and financial management for the Key Component bid using corporate project management principles derived from the Prince 2 standard. An assessment matrix has classified the project allowing for the competent resource and appropriate level of project management rigour to be applied according to its complexity. Project management techniques will provide a structured process by which to plan, monitor, control and deliver the project on time, within budget and to the right quality in a way that achieves the project objectives. The City Council will oversee financial management through monitoring information on the profiled budget, forecasted expenditure, commitments and any variance or changes to the programme utilising experience of managing large sale projects including NET, UCycle and LTP programmes.

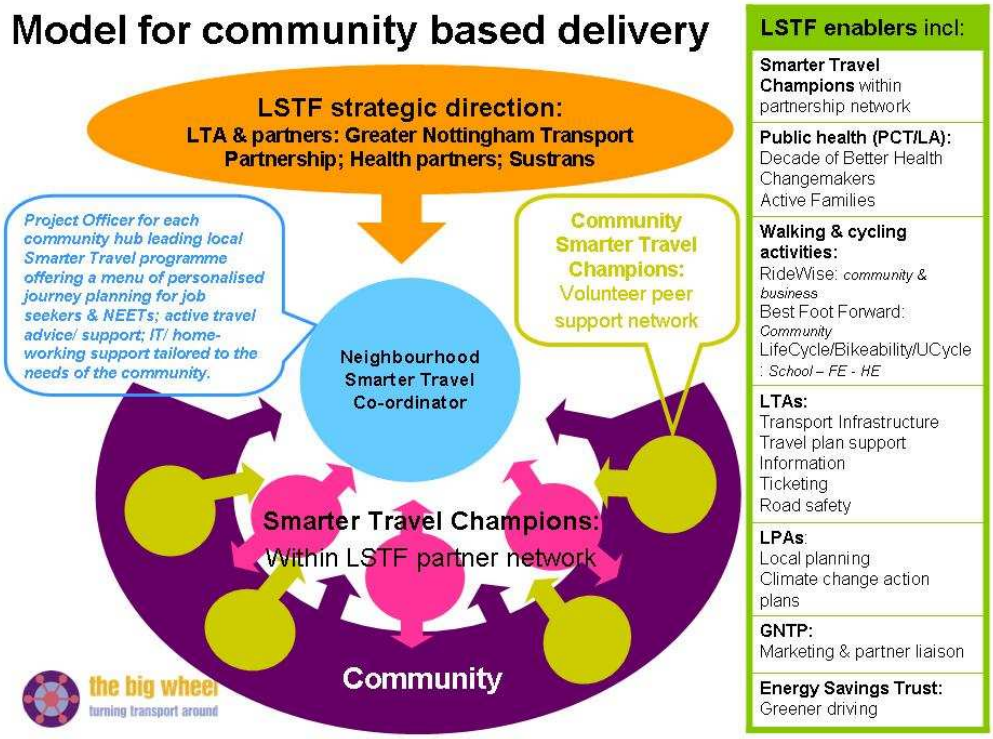


The City Council will lead the delivery of Work Package A Smartcard integration; A Neighbourhood Smarter Travel Co-ordinator will be recruited to deliver the pilot community travel hub pilot in Work Package B; The GNTP will lead the development of the Work Package C the Business Travel Support programme; and a local Sustrans team will lead the delivery of the Work Package D Active Travel Partnership Working with support from GNTP and other third sector cycling

organisations such as RideWise. Where the programmes impact beyond the City's boundary Nottinghamshire and Derbyshire County Council's will guide the delivery activity.

Wider stakeholder involvement: Local Enterprise Partnership (D_2N_2) will be asked to endorse the programme. The Nottingham and Nottinghamshire Planning and Transport Joint Advisory Committee and the Greater Nottingham Transport Partnership will provide strategic direction.

Community based delivery model: The Neighbourhood Smarter Travel Co-ordinator (NSTC) will act as main point of contact for service providers and the community. The NSTC will be based within the Joint Service Centre (local centres for shared City Council and PCT services) and will be responsible for overseeing the delivery of a tailored range of smarter travel interventions in their locality. The NSTC will foster a volunteer peer network of community smarter travel champions to act as points of contact, service signposters and community advocates for local travel needs building on the Changemakers model already in operation for the Decade of Better Health promotion campaign. The NSTC will have access to a Smarter Travel Intervention Budget to commission active travel, low carbon travel, ICT home support services and personalised travel planning service for jobseekers and employment advisors and small-scale access and interchange improvements using the local network of third sector services and enablers. Priorities will be determined locally depending on community needs and neighbourhood priorities (see **Appendix D** for the list of local providers and delivery partners). The principle of the community engagement model is shown in the diagram below.



E2. Output milestones

Following project management principles outlined in Section E1 key elements of managing the outputs of the bid to budget, time and quality will consider the following stages:
Programme management including developing a detailed Business Case, setting up clear process and terms of reference for the Project Board and Steering Group and recruiting staff such as the Neighbourhood Travel Champion.
Programme implementation as outlined in Section C1 to deliver a sophisticated smartcard platform, pilot a local delivery model in the form of a community hub, optimise opportunities in line with the introduction of the Workplace Parking Levy to deliver an enhanced business support package and maintain and extend active travel partnership working.

Marketing and promotion utilising the Big Wheel transport brand to develop advertising material and deliver a programme of promotional campaigns and events tailored for business and in communities.
Monitoring and evaluation to occur throughout the life of the project to carry out monitoring against baseline surveys, post implementation surveys and final evaluation reports.
Exit strategy implementation to ensure the benefits of the LSTF measures last beyond the completion of the programme.

The Key Milestones for each work package are set out below. A full project plan showing project activities and timescales for implementation has been outlined in **Appendix H**.

Key milestones	**Date**
Initiate LSTF work programme and governance arrangements including programme of quarterly Project Board and work programme meetings	July 2011 – Sept 2011
Work Package A: Smartcard development and multi-modal ticketing offer	
Smartcard integration officer in post	Oct 2011
Re-issue of 300,000 smartcards as ITSO compliant e-purse with personalised journey planning information pack	Jun 2013
ITSO compliant card readers installed on bus fleets	Jun 2013
ITSO implementation and financial reimbursement procedures in place	Jun 2013
Back office systems in place	Dec 2013
Installation of network of smartcard kiosks and top-up facilities	Sept 2014
Availability of range of card accessed services for multi-modal integration	Sept 2014
NET Phase Two operational	Dec 2014
Work Package B: Establish first Community Travel Hub	
Appointment of first Neighbourhood Smarter Travel Co-ordinator	Oct 2011
Establish community presence including facility improvements e.g. information kiosk, tele-presence, cycle parking	Dec 2011
Commence neighbourhood engagement processes to inform local service delivery and annual programme of small-scale infrastructure improvements	Jan 2012
Commission third sector provider contracts for low carbon transport services and activities to start delivery for 2012/13 onwards	April 2012
Embed Smarter Travel Champions volunteer network within the community as LSTF legacy	Mar 2015
Work Package C: WorkSmart Phase A	
Strengthen GNTP delivery team	Sep 2011
Review of business support services and improve online support tools and resources including co-ordination of journey planning tools	Oct 2011 – Sept 2012
Commence delivery of enhanced Business Club offer including twice yearly GNTP Business Forum events and business travel road shows	From Oct 2011
Workplace Parking Levy charges commence	Apr 2012
Work Package D: Extension of UCycle Nottingham programme	
Consolidate and refresh local delivery team	June 2011
Start work with Further Education colleges	From Sept 2011
Deliver annual promotion and activity programme in the universities and colleges during term times	From Oct 2011
Expand cycle loan scheme	From Oct 2011

E3. Summary of key risks

The project is being conducted using the Council's risk management principles to identify and record risks, evaluate their potential and mitigate actions and monitor progress. This approach draws upon the Prince2 methodology for risk management and ensures that all risks are captured and processed in a consistent manner. A separate risk log is provided in **Appendix I** which details the key actions to be taken to mitigate the impact and likelihood of the risks occurring. A summary of the top five risks associated to the development and delivery of the Bid are as follows:

1. Securing partner contributions which will be mitigated through maintaining partnership dialogue with key agencies;
2. Difficulty in recruiting a sufficient volunteer peer support network which will be tackled through establishing links with the local NHS 'Changemakers' health volunteer programme;

3. Lack of support from the community for the proposed measures will be prevented by ensuring the delivery model allows for communities to develop and prioritise measures;
4. The capacity of the third sector to deliver given other grant cuts will be addressed through establishing procurement processes that will provide future year certainty;
5. Accuracy of scheme estimates which could result in allocations being exceeded will be managed through effective project management processes.

E4. Project evaluation

The Project Steering Group welcomes the opportunity to work with the Department in the ongoing monitoring and evaluation of the Bid's progress and outcomes. The aim of the Bid strategy is to transform the way citizens travel by improving local transport infrastructure providing them with integrated travel options and support through greater availability of information. This will enable local people to access good jobs and revitalise the local economy, tackle congestion, reduce transport's impact on the climate, and improve accessibility, road safety and quality of life.

The Project Steering Group will commit resources to monitoring and tracking progress in order to evaluate the impacts and outcomes of the bid package. Monitoring and evaluation will be carried out in accordance with the range of indicators identified in the baseline data in **Appendix E** and will respond to the evaluation framework as indicated by the Department. The integrated smartcard will provide data to allow tracking of journeys made and monitoring of the take up of the various travel offers and services.

Monitoring for other associated work programmes will also feed into the LSTF monitoring process and add value to tracking progress including:

- UCycle Nottingham project evaluation framework;
- Greater Nottingham Transport Partnership data via the Big Wheel Business Club and the Big Idea local transport attitudes survey;
- Sustrans and their network of monitoring outcomes;
- Workplace Parking Levy and associated monitoring controls;
- National Highways and Transport survey providing resident satisfaction levels across a range of local highways and transport provision.