Nottingham Urban Area Local Sustainable Transport Fund Bid

Executive Summary

Introduction

The Nottingham Urban Area LSTF Bid has been developed to cover the built up area of the Nottingham conurbation which corresponds to the Nottingham Travel to Work Area and the Housing Market Area. This Business Case provides a clear rationale demonstrating how additional investment will address local transport problems in a way that supports local economic growth, links local people into good jobs and reduces carbon emissions from transport.

What do we want to achieve?

The Bid aspires to establish Nottingham as a exemplar city region for sustainable travel in the UK. Given our aspirations for growth, continued investment is required if our leading performance is to be sustained and to achieve the performance of our best European counterparts. To achieve this, the bid has three core concepts:

- Developing the smartcard offer to achieve integration of transport services thereby maximising the benefits of existing transport investment and improving access to work and learning opportunities;
- Using a neighbourhood delivery model for the promotion of smarter choices by providing a range of locally determined smarter travel services and local improvements tailored to each community's specific needs provided though a network of Community Smarter Travel Hubs to create the social, cultural and physical environment to support and sustain low carbon travel behaviour;
- Providing smarter travel and eco-driving services to support the business sector to improve business efficiency, drive the demand for local enterprise and third sector employment opportunities and using active travel, particularly cycling, to generate leisure and tourism opportunities.

Why is this important?

Economy: As one of the UK's core cities, Nottingham has the largest economy in the East Midlands at over £12 billion per annum and, as such, is a key driver of national prosperity. The Nottingham Urban Area is home to more than 50 regional and national headquarters including Experian, Alliance Boots, E.ON, Speedo, Raleigh and Capital One. However the city has higher than average levels of unemployment and residents without qualifications. Linking people to jobs is crucial to Nottingham's economic future so inward investment, supporting enterprise and improving skills to support people into employment are core priorities.

Environment: Nottingham has excellent environmental credentials having been identified as the least car dependent city (Campaign for Better Transport, 2010) as a result of the integrated high quality public transport system developed over the last decade. Complemented by a comprehensive walking and cycling network the transport system is already helping large numbers of people to move around sustainably. The city was an early pioneer in demonstrating commitment to tackling climate change founding the Nottingham Declaration on Climate Change in 2000. This commitment has underpinned the framework for reducing carbon emissions from transport through a combination of integrated public transport provision, promoting travel behaviour change and trialling alternative fuels and technologies delivered through the LTP programmes and other transport funding streams.

Health: There are big health inequalities across the bid area with high levels of adult and child obesity and a 13 years difference in life expectancy between the poorest and the most affluent wards. The local authorities have worked in partnership with local NHS organisations and other partners for a number of years to develop initiatives around active travel and improving access to healthy lifestyles. The health of the population and local economic development are intrinsically linked - improving the health of the working age population is critically important to secure both higher economic growth and increased social equality. Helping people get fit for work will reduce dependency on benefits.

The bid seeks to address four key transport challenges:

Challenge 1: Maintaining economic competitiveness and creating capacity for growth.

Challenge 2: Linking people to jobs by reducing barriers to accessing services and opportunities, particularly in terms of affordability and low travel horizons.

Challenge 3: Continuing downward trend in carbon emissions from transport and adapting to climate change by making low carbon travel options a realistic and attractive choice and preparing for changing weather patterns.

Challenge 4: Creating the social, cultural and physical environment to support active travel options and reducing transport impacts on people.

A strong partnership

The bid is being led by Nottingham City Council on behalf of a local partnership comprising Nottinghamshire County Council, Derbyshire County Council, the Greater Nottingham Transport Partnership (GNTP), Sustrans and NHS Nottingham City.

The bid is also supported by a range of stakeholders including the D_2N_2 Local Enterprise Partnership, local public/private sector skills, economic development and green economy partnerships, national private sector partners including Alliance Boots, E.ON, Capital Shopping Centres, University of Nottingham and Nottingham Trent University, local business networks and local third sector organisations with experience of delivering community sustainable travel interventions. The views of the business sector have helped to shape the bid to ensure that the programme meets businesses need and thereby supports local economic activity.

The Nottingham Urban Area LSTF programme

A shared strategy for the Nottingham Urban Area has been developed to respond to the area's economic, carbon and health challenges and complements the partner's LTP programmes. The bid strategy focuses on key life stages as the best opportunity to influence travel behaviour through a three-pronged approach:

- **WorkSmart:** Supporting the business community and 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:** Creating the social, cultural and physical environment to support low carbon travel choices including measures to support people moving to and living in Nottingham.

The integrated package of proposals developed for the Bid have been identified as the key measures for achieving sustained travel behaviour change. The package of measures totals £25.095m, with 57% local contribution secured through partners, leaving £10.820m funding being sought from the DfT.

The bid seeks to build on the 'key component' work programme which has secured £4.925 million for the foundation elements to support greater integration of transport modes, developing new ways of engaging with local communities and sustaining partnership working with local businesses and large employers.

These foundations will be built upon to support business needs and target people at key transition points with a particular focus on the travel needs of children, young people and families with measures to help our citizen's take full advantage of local employment, learning and cultural opportunities complemented by measures designed to create the physical, social, and cultural environment that will support sustainable travel behaviour:

Work Package A: Smartcard support and personalised travel planning:

Building on our developing smartcard offer to provide multi-operator integrated ticketing platform using an e-purse to provide seamless transfer between different operators and travel modes:

- Roll out of discounted smartcard travel offer for 16-19 year olds to access education and training opportunities;
- Supporting ways to work and training for job seekers and short term unemployed to complement support available through the DWP's Work Programme through journey planning, support with public transport costs and loan to own cycles and electric mopeds;
- Personalised journey planning solutions for targeted groups focusing on key life change points as an opportunity to promote alternative travel choices;
- Travel training for vulnerable groups to support independent living and pathways back to work.

Work Package B. Establish liveable neighbourhoods and a network of Community Smarter Travel Hubs:

Building on pilot Neighbourhood Smarter Travel Coordinator working from Bulwell Joint Service Centre, to develop effective community engagement and expand the capacity of the third sector to deliver locally focused sustainable travel advice and services:

- Providing a further four community smarter travel hubs and Smarter Travel Coordinators created across the urban area;
- Develop network of Smarter Travel Champions to embed a long term culture of sustainable travel behaviour in the community;
- Local intervention budget to fund locally determined activities, events and travel awareness promotional material including social marketing;
- Demonstration projects to improve the physicals environment through 20 mph limits, safer routes and local access and interchange improvements.

Work Package C. Developing the low carbon transport network:

In addition to the development of smarter choices support package for businesses including continuation of Greater Nottingham Transport Partnership activities and expansion of GNTP Business Club:

- Supporting the uptake of electric vehicles for public transport and fleets;
- Cycle infrastructure and promotion programme focused along congestion corridors and network of hubs at key interchange points;
- Establishing a city car club;
- Supporting greener driving initiatives.

Work Package D: Active Travel Solutions:

In addition to the Ucycle Nottingham programme with the universities and extended to further education colleges focused on providing personalised travel planning advice, expansion of the cycle loan scheme and small-scale transport infrastructure improvements on and off campus and college sites:

- Activities and services for children, families and schools to encourage more walking and cycling focused around congestion problem areas;
- Cycle training and associated services targeted at local communities;
- A programme of community and large scale sustainable transport events.

The quantified benefits are estimated as £120m (2002 prices, discounted to 2002) based on the 'Analysis of Monetised Cost and Benefits' are considered. The most significant benefits of £90million due to travel time and vehicle operating cost savings helping to deliver a Benefit Cost Ratio and Net Present Value (NPV) of 4.5 and £93m respectively. In addition, other quantified benefits are: reliability (£51m), reduction in mortality due to increased walking and cycling (£34m), and wider impacts (£9m). When these are combined total benefits are £214m (2002 prices, discounted to 2002) with a Benefit Cost Ratio of 8.0 and Net Present Value benefits of £187m.

Evidence demonstrates the strategic fit of the proposals in particular the primary objectives of LSTF. The objective to facilitate economic development is demonstrated by:

- Benefits to business travellers are valued at £30m (present value) leading to enhanced productivity and competitiveness;
- Direct GVA uplift of £9m;
- Benefits to commuters are valued at £32m (present value) which evidences reductions in disincentives to join the work force;
- Enhanced journey time reliability £51m (present value) benefiting commuters and reducing inefficient use of time for businesses; and
- Benefits due to reductions in mortality resulting from more walking and cycling have been quantified (£34m).

Benefits of carbon reduction are valued at £4.5m evidencing the proposals' impacts on the objective to reduce carbon emissions.

What will success look like?

The overall LSTF programme will contribute to achieving the following long-term outcomes:

- Increased inward investment and thriving local economy;
- Increased accessibility to employment and training opportunities thereby ensuring more adults have the appropriate skills and qualifications to progress into work and earn more;
- Increased capacity of the community and third sector;
- Reduced carbon emissions from the transport sector;
- Increased number of local people fit for work, using active travel modes;
- Improved quality of life with increased resident satisfaction with local areas and improved wellbeing amongst citizens.

To measure the success of the LSTF programme six headline targets have been set for delivery by the end of 2014/15:

1. Increase sustainable travel modal share by 10%
2. Reduce carbon emissions from transport by 10% over three years
3. Engage with up to 180,000 people (20% of the urban area's population) on sustainable travel through community hubs and smarter travel events
4. Double levels of cycling in intervention areas from 2011 levels
5. Build the capacity of approximately 9,500 individuals to participate in the local labour market.
6. Provide personalised travel planning solutions to over 32,000 individuals through targeted programmes

Ongoing monitoring and evaluation

The City Council on behalf of the partnership and through working with key project delivery leads is committed to delivering long lasting behaviour change. Provision for data collection and monitoring against programme and project workstrand levels will be made to judge whether the measures successfully deliver key economic, carbon and accessibility outcomes.

Delivery framework

A robust framework through which the LSTF proposals will be managed, delivered and assessed has been established. This will ensure all parties share a common understanding of the proposals by setting a clear understanding of the management mechanisms through which all activities will be undertaken. The key to successful delivery will be assured through the use of PRINCE2 project management principles which are promoted corporately. All activities will be monitored according to time, cost and quality profiles.

A governance structure clearly defining the role, responsibilities and membership of the various groups and individuals involved has been organised at three hierarchies:

- **Strategic overview and direction** will be provided by key senior groups such as the Joint Advisory Board for Planning and Transport/Joint Advisory Committee on Planning, informed by input from the D2N2 Local Enterprise Partnership and the Greater Nottingham Transport Partnership and the LSTF Project Board members comprising of senior representatives of each of the key project partners. These groups will endorse LSTF delivery, overall control of the budget and provide input and overview in the wider planning and transport context, particularly in achieving economic growth priorities in ways that deliver carbon reduction savings;
- **Management** and day to day operations and activities will comprise of programme development and coordination, control measures such as managing issues and changes, monitoring and evaluation, reporting progress and liaison. This will be led by the LSTF Steering Group which will oversee programme progress and financial monitoring whilst providing an interface between the delivery teams and strategic bodies;
- **Delivery** of the four broad LSTF workstrands will be managed by key project delivery teams including Nottingham City Council, Greater Nottingham Transport Partnership and Sustrans. The responsibility of delivery leads for executing the activities in line with the mandate set by the LSTF Steering Group, reporting of progress, escalating any issues/risks and monitoring outcomes in line with PRINCE2 principles and responding to the DfT's requirements.

Reaching the target audience

The way smarter travel messages are communicated and services are promoted to local businesses and citizens will be fundamental to the programme's overall success. Surveys and consultations of the business community and local people will be used to drive priorities. Mosaic geo-demographic data and GreenAware data has been used to identify 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. Initial analysis highlights the importance of developing the use of social media approaches through internet, email. SMS text and mobile phone alongside with more traditional approaches though face to face contacts and local media. An effective and targeted communications strategy which applies these social and other marketing approaches will be an essential element of the project.

How will services be procured?

As part of the development of the procurement strategy, a number of options were considered to best maximise delivery of the variety of outputs contained within the bid. Options included delivering services in-house/direct, through a partnership organisation, building on existing contractual arrangements and Framework Agreements (established through previous competition) and through quotations/competitive tendering as appropriate. In support of programme delivery and to achieve best value for money outcomes, a number of key principles will drive the procurement process. These include:

- Ensuring cost-effectiveness and value for money;
- Supporting local employment and creation of jobs;
- Provide training opportunities particularly for young people and increase skills;
- Increasing capacity of the third sector;
- Minimise carbon impacts.

Sustaining the LSTF legacy

The LSTF programme has been developed with the long-term financial sustainability as a key consideration. Confirmation that NET Phase Two is to go ahead provides a further boost to continue to incentivise further modal change to ensure revenue targets are achieved well beyond the LSTF funding period and that Lines two and three of the tram are as successful as the first. Income generated through the Workplace Parking Levy, LTP integrated transport block programmes and better coordinated funding sources with local partners is expected to sustain the long term impacts of the programme. In addition, continuing to build the capacity of the third sector to take on some activities currently carried out by the Councils and delivering other elements which will be self sustaining will help with longevity of the outcomes.