Nottingham Urban Area

Local Sustainable Transport Fund

Main Bid Initial Proposal June 2011



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Lynsey has lived in Nottingham all her life – and with a family of 3 she found herself very short on time with lots to fit into her day. With children between 5 and 12 years of age it means she and her husband have to make lots of journeys to school and back – and lots more to accommodate all the out of school activities that their children take part in. Taking the car was becoming very expensive for the family and so Lynsey popped along to her local Community Hub to get advice about her travel options. She saved money by getting a SmartCard for her public transport journeys which doubles up as a library card and provides access to leisure activities and cycle hire - it's also used by her children in their school. Lynsey discovered that her school provide the children with their own school journey planner, which made the whole thing much easier. And her children are now part of a Footprints walking scheme – which gives them the opportunity each day to walk to school with friends and parents. And, to top it off recent road layout improvements and a 20mph speed limit in their neighbourhood means that cycling and walking has never been easier! Lynsey tops the SmartCards up regularly to provide a safe and secure system for paying for bus journeys, school lunches and after school activities, which makes juggling a busy family that little bit easier.

Sarju is a retired Doctor and so he knows all about the advantages of walking and cycling. At 71 he's been active all his life and is really feeling the benefits of it 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 has a large extended family – and his 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. 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 enjoy cycling at the weekends, especially along the canal waterways and they 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. Arjan 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!

Carla and Martin moved to Nottingham 3 months ago when Carla was offered a new job in the Enterprise Zone – they had been tempted to move by the leisure facilities, job opportunities and easy access to open spaces and parks. Their move was made even easier by receiving their Personalised Home Movers Pack, which gave them all the information they needed about transport and travel around their new home. The pack came directly from their estate agent and it even included a ready-to-use SmartCard so they could start using local buses, libraries and other facilities straight away. Carla and Martin 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. They use public transport for all of their journeys now – the bus drivers are specially trained for efficient driving - and they've even found that they no longer need both the cars that they'd previously used to get them to their jobs. Carla and Martin have met lots of people whilst getting out and about in their neighbourhood 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.



Local Sustainable Transport Fund
Application Form

Department for Transport

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:
David Bishop, Corporate Director, Development, Nottingham City Council

Bid Manager name and position:
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Website addresses for published bid: www.mynottingham.gov.uk/lstf
http://www.nottinghamshire.gov.uk/ltp3#lstf

SECTION A - Project description and funding profile

A1. Project name: Nottingham Urban Area LSTF Main Bid Expression of Interest

A2. Headline description:
Our bid aims to establish the Nottingham Urban Area as a national exemplar for integrated sustainable transport. Central to this vision is improved integration between journey modes so people can make truly flexible multi-modal journeys using the full range of low carbon modes. The bid proposes an integrated package and a local delivery model to influence people's travel behaviour at key transition points by providing low carbon travel solutions to each community's specific needs. This approach will make low carbon travel choices easier, strengthen the capacity of the third sector, create local enterprise opportunities and embed a culture of sustainable travel behaviour in the community, thereby supporting local economic development whilst reducing carbon emissions.

A3. Geographical area:
This bid will provide funding for 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 town part of Ashfield District in Nottinghamshire and the boroughs of Erewash and Amber Valley in Derbyshire. This area is covered by three Local Transport Plans (LTPs).

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): £25.095 million (excluding Key Component Bid)

A6. Total DfT funding contribution sought (£m): £10.82 million (excluding Key Component Bid)

A7. Spend profile: excluding Key Component Bid

£K	2012-13	2013-14	2014-15	Total
Revenue funding sought	1,240	2,720	2,720	6,680
Capital funding sought	1,430	1,355	1,355	4,140
Local contribution	5,124	4,637	4,514	14,275
Total	7,794	8,712	8,589	25,095

A8. Local contribution The overall local contribution amounts to £14.275 million: £6.625 million revenue and £7.65 million capital).

Funding source	Bid element supported	2012-13		2013-14		2014-15		£k
		Rev	Cap	Rev	Cap	Rev	Cap	Total
Local Transport Plan 3 funding for smartcards, neighbourhood improvement schemes, pedestrian and cycle improvements, safer routes, green vehicle technologies, smarter choices and monitoring.								
Nottingham City	A, B, C, E, F, G		1,130		1,175		1,175	3,480
Nottinghamshire	B,C,F,G	60	830	60	830	60	830	2,670
Derbyshire	C, F	44		44		44		132
Sub total								*6,282*
Other Nottingham City Council contributions								
Link bus support	E	430		860		860		2,150
Workplace Parking Levy link bus purchase	E		600		240		240	1,080
Active Families programme	D	5		5		5		15
Sub total								*3,245*
External partner contributions								
Nottingham City Transport	A	600		600		600		1,800
FE establishments	A	200		200		200		600
NHS Nottingham City	B	120		120				240
Developer contributions	C		180					180
Growth Point funding	C		420					420
British Cycling Breeze programme	D	5		3				8
Nottingham University Hospital Trust	E	500		500		500		1,500
Sub total								*4,748*
Total (£k)								**14,275**

N.B. There is a total of £1,010k of other external contributions towards this programme which are available in 2011/12 and so have not been shown in Table A7.

Appendix B provides a full breakdown of the funding profile for the Main Bid along with a summary of the combined funding profile for the Key Component plus Main bid and the Key Component Bid profile adjusted to apportion external funding contributions. Letters confirming external contributions are in **Appendix C.**

Key to bid elements as described in Section C1:

A; Smartcard integrated ticketing offer
B: Community Travel Hubs
C: Liveable Neighbourhoods
D: Active Travel Solutions
E: Low Carbon Transport Network
F: Personalised Travel Planning

A9. Partnership bodies

This bid involves three of the four local authorities in the **D_2N_2 Local Enterprise Partnership** (LEP) area. Nottingham, Nottinghamshire, Derby and Derbyshire have formed a Local Enterprise Partnership "D_2N_2" which will develop an economic strategy for this geographical area. D_2N_2 will provide advice and steer on strategic and large infrastructure development that could be supported by sustainable travel enhanced by the fund and is currently establishing a number of theme working groups, including one covering transport. It is expected that the Transport and Infrastructure Group will shape a coordinated approach to the delivery of key priorities, including the delivery of the LSTF programmes.

D_2N_2 supports all of the bids from within the LEP area and meets in early June to endorse the final bids. D_2N_2 encourages collaborative working between partners on the successful delivery of LSTF bids to enhance the overall benefits to the LEP area by seeking opportunities for sharing best practice, experience and by developing a joint approach to the delivery of various elements of the programmes. Areas where there is potential for collaboration include smart and integrated ticketing and electric vehicle initiatives such as our joint involvement in the Plugged in Places programme. On a practical level partners will look for ways of developing shared services or processes, an example could include the potential for joint purchasing or procurement of services. This builds on existing collaborative working in the delivery of LTP, such as Nottingham and Derby working jointly to enable Derby to join Nottingham's Real Time Information system.

Nottingham City Council: The City Council has led the development of the Nottingham urban area bid in partnership with a range of public, private and third sector organisations and will be the lead partner responsible for managing the delivery programme and the central budget holder responsible for financial management. The City Council will work closely with its neighbouring transport authorities, Nottinghamshire County and Derbyshire County Council to deliver a step change in travel behaviour across the urban area. The three authorities have developed a shared Memorandum of Understanding to guide the delivery of their LTP strategies and this bid will build on that joint working approach.

The bid project development 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 LTP process. The County Council is a joint partner for this bid and will be responsible for the delivery of measures in Broxtowe, Gedling, Rushcliffe and Hucknall. The County Council has submitted a separate bid covering its market towns in the north of the county. These bids complement each other in their ambitions and intended outcomes but do not overlap geographically.
- **Derbyshire County Council:** The County Council has submitted two other LSTF bids so does not consider it appropriate to seek additional funding through the Nottingham urban area bid however is a supporting partner in this bid. The measures delivered through this bid will benefit residents of Derbyshire within the Nottingham travel to work area and the Council will play a role in project management and liaison as appropriate. 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 for staff, students and visitors to these sites and is an integral part of the Key Component bid. Within this bid Sustrans will support activities to promote cycling to young people using approaches based on its successful BikeIt delivery model.
- **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. The GNTP will lead the promotion and marketing support elements of this bid and well as delivering the business support package in the Key Component bid.

- **NHS Nottingham City:** The City Council has worked closely with the local primary care trust 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 and joint strategic needs assessment. The responsibility for public health including commissioning, 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 NHS Nottingham City and City Council 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. Increasing active travel is also a key component of addressing overweight and obesity through the City's new Healthy Weight strategy.

The bid is also strongly 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 (DWP) have commissioned local providers Ingeus and Working Links to deliver the 'Work Programme in Nottingham and Nottinghamshire'. There will be the opportunity through ESB to work closely with these organisations 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.
- **Green Nottingham Partnership:** The Green Nottingham Partnership is the lead for delivering the 2020 objectives for a Green Nottingham as set out in the Nottingham Plan (Sustainable Community Strategy) including significantly reducing carbon emissions through greater energy efficiency and shifting to renewable energy and creating jobs for local people in an expanding and innovative environmental sector. It has a wide private public and third sector membership including Browne Jacobson, Boots, Experian, Co-operative Banking, Nottingham Development Enterprise, Nottingham City Council, NHS Nottingham City, Nottingham City Transport, Nottingham City Homes, University of Nottingham, Nottingham Trent University, Nottingham Energy Partnership, the Environment Agency, Groundwork Greater Nottingham and the Transition Nottingham groups.

Private sector partners: There is strong evidence of engagement with the business sector through the GNTP and through the Green Nottingham Partnership and these with other local business networks will continue to be used to develop and share good practice on travel planning, sustainable business travel and low carbon fleets.

- The **Tramlink** consortium recently appointed as the preferred bidder for Nottingham Express Transit Phase Two supports the bid. The consortium comprises local and international private sector transport, construction and finance organisations, including Wellgalde Ltd (parent company to the local Trent Barton bus operator), VINCI investments, VINCI Construction UK, Alstom, Keolis, InfraVia, and Meridiam.
- Also other major local employers have offered their support to this bid. Alliance Boots and E.ON, two leading international organisations are local ambassadors for sustainable transport within the business community. Both organisations have a significant workforce in the Nottingham area and are leaders in carbon reduction in their respective markets of health and well-being and energy generation as part of their approach to corporate social responsibility.

- **Alliance Boots** wish to work with the bid partnership regarding smartcard integration, commuter cycle hire at transport interchanges and eco driving programmes to improve energy efficiency of business travel and fleet operations.
- **E.ON UK** is already involved in a number of sustainable travel initiatives to help employees to reduce their reliance on the car and have reduced business travel through improvements to video conferencing and launching telepresence in Nottingham providing significant savings in business flights, mileage claims, car hires and lost travel time. E.ON has invested in electric vehicle charging points at its Nottingham sites and will be relocating one of its offices to a City centre location because of the good transport links.
- **Victoria Shopping Centre(Capital Shopping Centres)** which is served by the electric Centrelink shuttle bus service has agreed to support the bid with the development of a multi-purpose smartcard for an extended range of public transport and cycling services and related retail offers, provision of personalised public transport information for customers, development of the electric vehicle charging network and improving facilities for cyclists.
- **ITP Consultants** located in Nottingham have been awarded seedcorn funding from the Technology Strategy Board and Ordnance Survey's Geovation competition to develop an accessible transport tool, @ccessadvsr, to provide a one stop source of travel information tailored for people with limited mobility which will be initially developed for the Nottingham area. This initiative complements the bid proposals and ITP are willing to work closely with the bid partnership during the development stage to maximise the benefits of the concept.

Third sector delivery partners:

- **RideWise** is a local community enterprise providing cycle training, cycle loans, led rides and support services. In addition to providing general community cycle training activities RideWise specifically deliver the following local programmes: NHS cardio-vascular disease, obesity, physical disability and mental health programmes, usually targeted at areas of health poverty which encourage individuals and groups, including families and those from hard to reach sectors to follow healthy lifestyles; Cycle training in primary schools in Nottingham City, particularly in areas of multiple deprivation through the Bikeability scheme; Training also extends to further education colleges and Universities through the UCycle Nottingham project. RideWise will be one of the main local providers for the Active Travel Solutions package in partnership with Sustrans.
- **Rural Community Action Nottinghamshire (RCAN)** has been the provider of the Wheels to Work programme in Nottinghamshire since 2002 and has developed strong working relationships with the local employment and training sector including Jobcentre Plus, Connexions, Ingeus, Working Links, local colleges and voluntary and community organisations. In 2009/10 RCAN delivered a successful pilot Bike to Work project in Nottingham City and Hucknall which demonstrated the demand for these services. RCAN would be the preferred provider for the Access to Work package proposed in this bid which looks to provide affordable low carbon transport options to address transport barriers to taking up employment opportunity and has been designed to complement the support available through the DWP's programmes.
- Furthermore the local delivery model described in Section E1 will strengthen the capacity of the third sector. The Neighbourhood Smarter Travel Co-ordinators will 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**

Appendix C contains letters of support from each of the above partners. The wider partnership network is shown in **Appendix D**.

SECTION B – The local challenge

B1. The local context

Economic context: Nottingham is the largest employment and economic centre in the East Midlands with an economy worth over £11 billion per annum and 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. Nottingham's 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. Two high performing universities attract 60,000 students each year and undertake leading edge research programmes.

- The Nottingham bid area serves a population of 899,000 and provides for 386,000 jobs based across the urban area as shown on the map in **Appendix A**.
- 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.
- 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. 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.
- 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.

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 and open for business. Nottingham is currently heavily dependent on the public sector where a significant number of jobs are being lost. Transport provision will play a key role in enabling people to access new employment and training opportunities, and in ensuring the conurbation as a whole is well connected. This will also support investment in the private sector growth areas. Creating more employment for young people is a particular priority.

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.

Environmental context: Nottingham has been one of the early pioneers in demonstrating leadership and a commitment to tackling climate change established through the Nottingham Declaration which has been signed by over 230 authorities and organisations. Created in 2000, this vision has contributed to creating a framework for reducing our impact upon climate change locally. A decade on and Nottingham is generating 11% 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. As a result, the Nottingham Sustainable Community Strategy includes targets to reduce overall carbon emissions by 26% against 2005 levels and generate 20% of the City's own energy from low or zero carbon sources by 2020.

The City Council was one of the first local authorities to recognise the challenge of peak oil and carried a peak oil motion in December 2008. Faced with a future of lessening and fluctuating oil supply and climatic impacts 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.

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.

A "Mini Stern Review" is underway for the City which will identify the economic impacts of climate change and the most cost-effective approaches for business to reduce their carbon dependency including reducing the need to travel and adopting sustainable business travel policies. The preliminary findings indicate that 10,000 extra jobs could be created locally in the low carbon and environmental good and services sector. The Mini Stern Review will be published alongside the Climate Change Strategy in autumn 2011.

The City Council has also recently committed to introduce a Nottingham Energy Tariff as a means to secure job opportunities around the green economy. Nottingham is already home to a number of business leaders in the low carbon vehicles and transport operations including Changan Automotive Company, one of China's largest car manufacturers, which has established its UK research and development centre for new energy technologies at Nottingham Science Park and the Hardstaff Group, providing LNG, CNG and dual fuel solutions for bus and HGV fleet transport are based in Kingston-on-Soar, Nottinghamshire, as well as SMEs such as Wego a local low carbon courier service and EScoota a local electric moped company. The Energy Park proposed at Blenheim Lane in Bulwell is an example of how the City is using green technology by generating low carbon energy on site to supply power and heat to the units on the Park and other businesses in the area to attract inward investment and create 500 new local job opportunities.

Social context: Evidence supports Nottingham's place as a liveable City. Over the past 10 years Nottingham has progressed a consistently strong policy objective of improving sustainable access to work, education, shopping, cultural and leisure facilities by addressing all aspects of accessibility – physical, geographical, financial, information and safety. This was recognised through Nottingham and Nottinghamshire's joint Beacon status award for improving accessibility in 2008.

Core Accessibility indicator data shows high levels of access by public transport to employment opportunities and local services (hospital and GP services, education sites and supermarkets) which has been achieved through investment into the transport network enabling people to move around effectively. Access to service and facilities by public transport in Greater Nottingham is 95% and 64% of respondents thought it was easy or very easy to get to the city centre by public transport (Greater Nottingham perception study 2004).

However there remain a number of wider health and wellbeing issues that transport has a role in:

- 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 in the County part of the conurbation. Men in the poorest wards of the City are living on average 13 years less than those in the most affluent wards with largest contributors being cardiovascular disease, cancer and respiratory disease.
- 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).

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 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 has helped to shape the package 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: Congestion costs the local economy in the region of £160 million each year in traffic delays (DaSTS Three Cities Agglomeration and Accessibility Study 2010). Evidence from the Nottingham, Leicester, Derby and its surrounding Counties congestion study show 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 increasing business costs and causing unreliability to bus services.

Area wide traffic in Greater Nottingham has reduced gradually since 2004 from 2,933 million to 2,869m vehicle kilometres per annum. Monitoring during the past LTP shows that congestion has largely been contained with a slight reduction from 3 minutes 51 seconds person journey time per mile in 2006/07 to 3 minutes 42 seconds in 2009/10. The current economic downturn has impacted overall traffic levels but given forecast growth without intervention, congestion could worsen again.

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. Over the next 15 years annual average daily traffic is expected to increase from 18.4 million km to 23.3 million km.

The Derbyshire and Nottinghamshire Chamber of Commerce confirm congestion/transport issues regularly comes up as one of the top three issues in their business surveys. The 2008 Big Idea survey sampled 2,095 members of the public and 210 businesses representatives in Greater Nottingham in 2008. All of the large businesses interviewed agreed traffic congestion was the main priority for business, 90% of the public strongly agreed/agreed that reducing congestion was a priority. The survey showed that 79% of the public and businesses agreed with the priorities set out in the LTP and 25% of respondents who had made their most recent journey by car wanted to travel more sustainably in the future demonstrating the potential for modal change. It also identified 60% of the largest businesses have helped staff to access sustainable travel information demonstrating an existing commitment to sustainable travel.

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 (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. The Energy Strategy published in 2010 sets ambitious targets to reduce the City's carbon emissions (CO_2) with an overall reduction of 26% by 2020 from a 2005 baseline, which is equivalent to a 42% reduction from a 1990 baseline. The transport target is to reduce CO_2 by 20% by 2020. Defra data released in 2010 shows CO_2 from transport have been reducing year on year: For Nottingham City CO_2 from transport have reduced by 8.19% from 2005 levels and by 5.83% since 2005 across the districts in which the bid area is located (Nottingham, Ashfield, Broxtowe, Gedling, Rushcliffe, Amber Valley and Erewash). In Nottingham road transport contributes 20% of total CO_2 and 26% of total emissions from the districts in which the bid area is located compared to the national average of 21%. Latest CO_2 emissions data from transport is given in **Appendix E.** There are a number of Air Quality Management Areas designated in the Bid area. One in the city centre, one adjacent to the ring road and a further eight sites in Gedling, Rushcliffe and Broxtowe impacting on health and wellbeing. Population, housing and economic growth create additional

demands on transport networks and a reduction in commuting to school and work by car would help improve air quality and the environment.

The City's Climate Change Adaptation Action Plan published in 2010 sets out ways the City Council can become more resilient to the impacts of climate change via adaptive actions in priority areas in response to the climate predictions for the East Midlands published by the UK Climate Impacts Programme. It has been developed as part of the Planning to Adapt Project, a networking project to share information and resources between local authorities in the East Midlands. The City Council will be publishing a Climate Change Strategy (autumn 2011) which will set out area specific action plans to drive behaviour change to reduce carbon dependency through city-wide strategic actions and specific targeted interventions suited to local areas.

3. Affordability: The Key Component bid highlighted evidence around the affordability of public transport forming a barrier for disadvantaged groups with the cost of public transport perceived to be a significant barrier to people on low incomes. These issues are being addressed through the use of ITSO standard smartcards that will revolutionise the way passengers use public transport delivering wider benefits for the user, operators and the local authorities.

Evidence from 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 and it can be estimated that up to 60% of residents at any one time do not have access to a car. This is illustrated further by analysis using Mosaic which shows that a number of groups are over represented in the city when it comes to not having access to a car, particularly young people, lower income workers and elderly people. If a good range of local services are readily available and low cost sustainable alternatives are provided for, people on low incomes can be supported to make positive lifestyle choices.

4. Low travel horizons and access to information: Access to information about travel options is one factor that determines people's travel horizons. Although there is a lot of information available there can be a reluctance to travel due in part to misconceptions about the length and cost of journeys but also due to a 'culture' of people not wanting, as well as lacking confidence to travel outside of their known home area. The link between infrastructure, knowledge and travel horizons is complex but the study indicated that different sectors of the population have different 'mental maps' of travel horizons (One Nottingham/Greater Nottingham Learning Partnership Study 2007).

The Big Idea survey provided valuable feedback of current travel patterns and journey purpose needs of local residents and business in Greater Nottingham. The survey helped to design a range of improvements and initiatives needed to tackle particular travel barriers and attitudes to deliver solutions. The survey highlighted the main barriers to using the preferred modes of travel by respondents in an 'ideal world' of travel were:

- 24% mentioned a lack of confidence or service indicating they would ideally have cycled. This appears to point to a lack of awareness of adult cycle initiatives and the need for more cycle infrastructure provision.
- 60% would liked to travel by bus were they not prevented by cost or lack of bus services.
- 20% of respondents felt travelling on foot was just too much hassle perhaps indicating lack of awareness of pleasant walking routes and the benefits of walking.

20% of respondents indicated that they 'don't know' what prevents them from using their preferred mode of travel suggesting that these respondents do not experience a barrier to using their 'ideal world' mode of travel. As such it may constitute a lack of information about how the individual can use their preferred alternatives or the individual may lack the inclination to try and use that option. 12% of all respondents to the survey were considering changing the way they make the journey they completed on the day they were surveyed; 70% of these stated they were considering switching to sustainable modes of travel indicating a significant proportion of people who travel around Nottingham could be nudged to alter their travel behaviour given appropriate support.

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 for example internet, social media sources and exposure through local services. The data is also spatially mapped to determine the most appropriate channels and places to advertise to key groups of people.

5. Physical activity and obesity levels: Diseases related to overweight and obesity are estimated to cost the local NHS £94 million by 2015 with additional indirect costs of £217 million due to lost earnings due to sickness and premature mortality (Nottingham City Healthy Weight Strategy 2010). The Child Measurement Programme (2009/10) shows that Nottingham's children have significantly higher levels of obesity compared to the England average at age 4-5 years (11.3% compared to 9.8%) and at age 10-11 years (21.9% compared to 18.7%). Child obesity rates are also highest in the most deprived wards in the city. Amongst adults it is estimated that 27% (70,800) of Nottingham residents aged 16 years and over are obese compared with 24.5% in England, with particularly higher levels amongst women (Nottingham Joint Strategic Needs Assessment 2011).

It is estimated that 66% (173,000) of the adult population need to increase their physical activity to the recommended minimum to prevent cardiovascular disease. Analysis undertaken for the Cabinet Office Strategy Unit's 2009 Urban Transport Study found that the physical inactivity due to unsustainable modes of transport was a significant contributor to overall costs related to healthcare and wider social costs due to physical inactivity. Only 10% of people walk to work with 3% commuting by cycle marginally lower than the East Midlands average of 10% and 3% respectively (DaSTS Three Cities Agglomeration and Accessibility Study, 2010). The 2009 Nottingham PLASC survey show 63% of journeys to school are made on foot, (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%, with less than half a percent of primary school pupils and 2% of secondary school pupils currently cycling to school.

Reducing child obesity and adult overweight and obesity are priorities within the city's Sustainable Community Strategy and Healthy Weight Strategy. Increasing physical activity through increasing sustainable modes of transport is seen as important interventions to contribute to these priorities.

Baseline data relating to these transport challenges is provided in **Appendix E** to help inform later evaluation of the Fund programme.

B3. Objectives

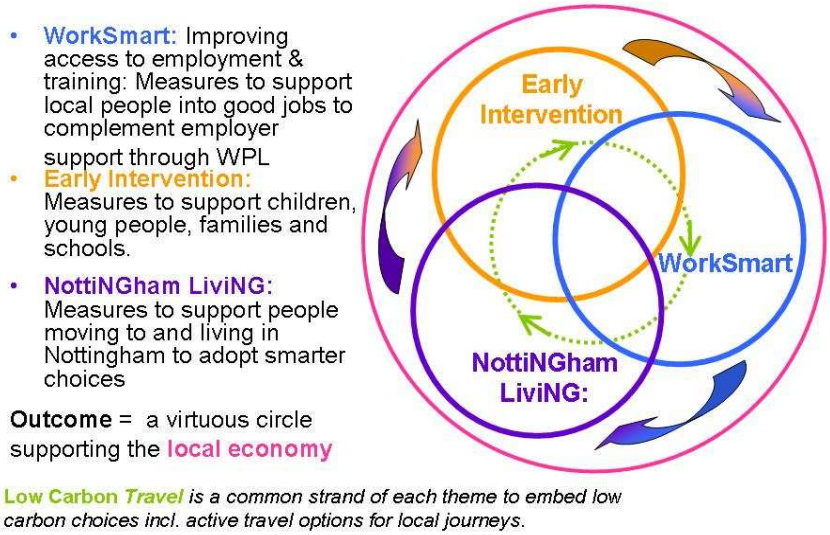
The Nottingham Urban Area spans three Local Transport Plans (LTP) covering Nottingham City, Nottinghamshire County and Derbyshire County Councils. These LTPs share a common strategic transport vision to support economic growth and reduce carbon emissions from transport, which were ranked as the highest priorities to be addressed through consultation. In addition enhancing quality of life, promoting equality of opportunity and accessibility and improving safety, security and health are also supported. A shared Memorandum of Understanding to guide the delivery of our LTP strategies has been developed and this Bid builds on that joint working approach.

Working in partnership with the County Councils has enabled us to develop a shared strategy for the Bid derived from the LTP objectives. 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 overall strategy is to meet the twin 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" with each of the bid's work programmes reinforcing the benefits of the other two as shown in the diagram below.



This Bid will help to achieve the LTP objectives by enabling us to accelerate benefits and deliver outputs in a shorter timescale and complement local transport investment planned via the LTP process. The combination of LTP and LSTF proposals will help to achieve the following outcomes:

- 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
- 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 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
- Empower communities to influence decisions on transport
- Increase satisfaction with transport services and local areas
- Improve local neighbourhoods and the public realm
- 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

The 'Key Component' (KC) bid focused on the core foundation elements to support greater integration of transport modes, develop new ways of engaging with local communities and sustain partnership working with local businesses including sustaining the higher education UCycle national demonstration project. This Main bid sets out six work packages which build on this approach to provide a comprehensive and co-ordinated programme top deliver the strategy described in Section B3, supported by programme management and monitoring

Main Bid Work Packages	**Strategy element**		
	WorkSmart	**Early Intervention**	**NottiNGham LiviNG**
Work Package A: Developing the smartcard integrated ticketing offer:			
A1: Smartcard support	✓	✓	
Work Package B: Establish network of community travel hubs to roll-out a local delivery model for travel behaviour change			
B1: Establish four Community Smarter Travel Hubs	✓	✓	✓
B2: Neighbourhood Smarter Travel Co-ordinators	✓	✓	✓
B3: Local Smarter Travel Intervention budget	✓	✓	✓
B4: Support Smarter Travel Champions volunteer network			✓
Work Package C: Liveable Neighbourhoods			
C1: Places for People			✓
C2: Cycle infrastructure development and promotion	✓	✓	✓
Work Package D: Active Travel Solutions			
D1: Support for Schools		✓	
D2: Cycle training		✓	
D3: Community Cycling promotion programme			✓
D4: Active travel events programme		✓	✓
Work Package E: Low Carbon Transport Network			
E1: Building a low carbon public transport network	✓		✓
E2: Extending the electric vehicle charging network	✓		
E3: City Car Club	✓		✓
E4: Eco driving support programme for businesses	✓		
Work Package F: Personalised Travel Planning Solutions			
F1: Ways to Work	✓		
F2: Year 6 transitional travel training		✓	
F3: Homemovers journey planning package			✓
F4: Inclusive Accessibility	✓	✓	✓

These Work Packages are described below along with Work Package G: Programme Management:

Work Package A: Developing the smartcard integrated ticketing offer:

A1: Smartcards will provide access to an extended range of public transport products, additional transport services and provide a platform to access discounted travel offers for low income groups particularly focused on making transport to education more affordable for 16–19 students living in the urban area.

This package will be complemented by:

- Investment by transport operators in new ticket machines and supporting smartcard compatible systems and investment by Alliance Boots, and the two universities in staff smartcard applications;
- Previous investment secured from the DfT for smartcard development;
- Delivery of DWP's 'Work Programme' addressing barriers for job seekers in accessing work and training opportunities particularly in terms of affordability of transport options;
- Nottinghamshire City & County Employment and Skills Board's provider forum acting as the advisory body for the development and delivery of the personalised travel support packages for job seekers.

Work Package B: Establish network of community travel hubs to roll-out a local delivery model for travel behaviour change

B1: **Establish four Community Smarter Travel Hubs, two in the City and one each in Beeston and Arnold:** This will extend the smarter travel community hub concept funded through the KC bid to other neighbourhoods in the urban area. The purpose of the hubs will be to develop more effective community engagement and expand the capacity of the third sector to deliver locally focused sustainable travel advice and services through Workstreams B2, B3 and B4:

B2 **Provide a Neighbourhood Smarter Travel Co-ordinator (NSTC) for each area** who will act as main point of contact for smarter travel services and the community and will be responsible for overseeing the delivery of tailored smarter travel interventions in their locality;

B3	The NSTC will have a **local intervention budget** to commission: • Local activities and events and travel awareness promotional materials; • 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).
B4	The Co-ordinators will work in partnership with the Nottingham and Gedling Community and Voluntary Services to **foster a volunteer peer network of community Smarter Travel Champions** to act as points of contact, service sign-posters and advocates for local travel needs building on the City's Change Makers model already in operation for the 'Decade of Better Health' health promotion.
	This package will be complemented by: • Links with LTP3 funding for the City's Area Capital programme and Nottinghamshire County's Local Improvements Schemes 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 'Change Maker' volunteer network; • Neighbourhood delivery model proposed for the City's Climate Change Strategy to encourage behaviour change; • British Cycling's Breeze programme in 2012 and 2013 to get more women cycling by creating a network of local volunteer cycling champions and a programme of fun rides; • The @ccessadvsr initiative which will develop an online community around a one stop travel information website for people with limited mobility.
Work Package C: Liveable Neighbourhoods	
C1	**Places for People:** Manual for Streets demonstration projects creating an attractive walking and cycling environment including safer routes and 20mph limits and links to public transport nodes including NET stations. The new community planning model will obtain community input working through neighbourhood Smarter Travel Co-ordinators. The pilot programmes will inform the development of a Neighbourhood Design Guide to identify local good practice for applying Manual for Streets principles.
C2	**Cycle infrastructure development and associated promotion** including UCycle project, Station Hub Cycle Hub business case and development of city wide interchange cycle hire scheme.
	This package will be supported by: • S106 developer contributions; • LTP walking and cycling improvement schemes; • Growth Point walking and cycling improvement schemes.
Work Package D: Active Travel Solutions	
D1	**Awards for Small-scale School Initiatives for Sustainable Travel (ASSIST):** • Support school travel plan development with capital grant for schools. • Deliver annual Footprints walking promotion in primary schools
D2	**Co-ordinated community cycling promotion programme:** **a. Cycle training package for schools and families comprising:** • BikeIT/LifeCycle: Work in partnership with Sustrans and RideWise to deliver curriculum activities to support cycling from Yrs 1-7 and develop programme of extra-curricular activities for Yrs 8-10; • Extend delivery of Bikeability training levels 1, 2 and 3 in schools supported by RideWise; • Provide cycling component to Active Families programme including providing a mobile cycle hire service for parks and leisure destinations. **b. Encourage take up of cycling in the community** by providing • A package of one-to-one and group cycle training sessions for 200 individuals per annum across the urban area, supported by buddying, route finding services; cycle maintenance training sessions for schools, communities and businesses and mobile cycle hire service, • Continue Framework Housing Trust bike recycling programme and expand to Community Travel Hubs. **c. Shared resources for delivery of BikeIT/LifeCycle, Bikeability; Active Families; Mobile Cycle Hire Service** including pool cycles, adapted transport van and associated equipment plus annual maintenance.
D3	**Active travel events package:** • Support for community events (e.g. Local active travel fun days; community cycle rides,

	community walks; co-ordination of Rural Rides programme, Green Streets etc) to be delivered by RideWise and GNTP Big Wheel and other partners such as Age Concern's Best Foot Forward; • Area-wide sustainable travel promotional events (Big Day Out, Wheelie Big Breakfast, Festival of Cycling) to be delivered by GNTP Big Wheel; • Travel planning and transport support for other leisure and culture events (e.g. Goose Fair, Splendour music festival, the Great Notts Bike Ride, sporting events at the two football clubs, Nottinghamshire County Cricket Club and Nottingham Panthers and for other major attractions) to be delivered by GNTP Big Wheel.
	This package will be supported by: • Management and co-ordination from Sustrans linked to their support for developing best practice in active travel with the higher education sector nationally; • 'Ridewise' social enterprise who provide cycle training for students and staff, bike maintenance sessions and guided rides; • Ongoing Safer Routes to School and school travel plan programmes delivered by the local authorities in their areas; • The City Council's leisure and activity programmes to encourage more active lifestyles including the Walk in the Park packs; • British Cycling's Breeze programme in 2012 and 2013 to get more women cycling by creating a network of local volunteer cycling champions and a programme of fun rides; • The Decade of Better Health healthy workforce strand which brings healthy workforce plans together across the local public sector organisations; • The NHS commissioned 'Active Families' programme provided by the City Council Sports and Leisure service; • The NHS commissioned Age UK Nottinghamshire's "Best Foot Forward" health walks. programme.
Work Package E: Low Carbon Transport Network	
E1	**Low Carbon Public Transport Fleet:** • Provision of electric vehicles and infrastructure for Medilink buses. • Provision of electric vehicles and infrastructure for Locallink buses.
E2	**Provision of EV charging** at employment hubs and community venues accessed by smartcard matched and trial lease of electric pool cars at community hubs.
E3	**Establish City Car Club:** Business case preparation, consultation with prospective project partners and start up funding to cover traffic management costs and kick-start vehicles in key hub locations.
E4	**Eco driving support programme for businesses** targeting major organisations by providing advice activities and workplace challenges around energy efficient driving, fleet management and low carbon vehicles.
	This package will be supported by: • Midlands Plugged in Places Programme for electric vehicle charging infrastructure in 2011/12 – 2012/13; • Green Bus Funding for electric buses; • Nottingham University Hospital Trust's support for the Medilink bus service; • One Nottingham Green Theme Partnership photo-voltaic investment programme for public sector buildings which will provide a zero carbon energy supply for electric vehicle charging located at these sites; • Private sector smart business travel advocates: Alliance Boots, E.ON and Capital Shopping.
Work Package F: Personalised Travel Planning Solutions	
F1	**Ways to Work:** Supporting access to work and training for job seekers and short term unemployed with personal journey planning and access to employment and training support to overcome financial and other barriers including journey planning, journey buddying; support with public transport costs, loan to own cycles and cycle skills, and electric moped loans to complement the support available through the DWP's Work Programme.
F2	**Year 6 transitional travel training:** Co-ordinated personalised journey planning service delivered through schools including road safety, bus training, smartcard issue and route planning using school friendly versions of online journey planning tools (WalkIt, Transport Direct Cycle Journey Planner, East Midlands Traveline).
F3	**Homemovers personalised journey planning package:** Pre-move information and Post-move Welcome Packs for vendors and tenants providing journey planning and information about local services delivered through estate agents and housing associations. This package will refresh provision and include people moving into or within Nottingham after the reissue of new integrated smartcard funded through the Key Component bid. The offer for tenants will be piloted through Nottingham City Homes.

F4	**Inclusive Accessibility:** • Extend programme of travel training and support for vulnerable groups to improve the journey experience and support independent living including establishing user groups for the deaf community, asylum seekers and refugees, and others; • Work with the sight centres at health providers to support newly visually impaired; • Developing the **@cessadvsr** travel information website and social media applications.
	This package will be supported by: • Nottinghamshire City & County Employment and Skills Board's provider forum acting as the advisory body for the development and delivery of the personalised travel support packages for job seekers; • Enterprise support programmes in the City run by partner agencies including Notts Business Venture and First Enterprise providing a network of 17 Community Outreach Workers embedded in the community to support individuals and encourage entrepreneurial activities; • Work with RNIB and Adults with Learning Disabilities funded by the Improving Accessibility Beacon reward funding; • ITP's @cessadvsr Pre- and In-journey travel information website and social media applications for people with limited mobility funded through the OS Geovation Challenge.
Work Package G: LSTF Programme Management:	
G1:	The City Council will be the lead authority and the accountable body for the Nottingham Urban Area bid and a Programme Manager will be appointed to: a. Co-ordinate programme delivery including servicing the LSTF Programme Board and overseeing the Neighbourhood Smarter Travel Champions; b. Financial management; c. Report on programme delivery, monitoring and evaluation.
G2	This role will be supported by a monitoring budget to provide information to feed into the Department's reporting and evaluation framework.
	This package will be supported by: Use of carbon modelling software including Carbon Descent Vantage Point scenario modelling tool, the Department's Esteem carbon mapping software, the Local Authority Basic Carbon Tool and the development of a transport layer on the City Council's Energy Mapping tool.

C2. Package costs – excluding local contributions and Key Component bid

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

A: Developing the smartcard integrated ticketing offer	£K	2011-12	2012-13	2013-14	2014-15	Total
	Revenue		200	200	200	600
	Capital		0	0	0	0
B: Community Travel Hubs	£K	2011-12	2012-13	2013-14	2014-15	Total
	Revenue		125	1,050	1,050	2225
	Capital		50	0	0	50
C: Liveable Neighbourhoods	£K	2011-12	2012-13	2013-14	2014-15	Total
	Revenue		100	175	175	450
	Capital		400	800	800	2000
D: Active Travel Solutions	£K	2011-12	2012-13	2013-14	2014-15	Total
	Revenue		350	570	570	1490
	Capital		165	200	200	565
E: Low Carbon Transport Network	£K	2011-12	2012-13	2013-14	2014-15	Total
	Revenue		180	360	360	900
	Capital		760	340	340	1440
F: Personalised Travel Planning Solutions	£K	2011-12	2012-13	2013-14	2014-15	Total
	Revenue		250	295	295	840
	Capital		55	15	15	85
G: LSTF Programme Management	£K	2011-12	2012-13	2013-14	2014-15	Total
	Revenue		35	70	70	175
	Capital		0	0	0	0
GRAND TOTAL		0	2670	4075	4075	10820

C3. Rationale and strategic fit

Our bid aims to establish the Nottingham Urban Area as a national exemplar for integrated sustainable transport. The bid proposes a package of sustainable transport measures that will complement the investment secured for low carbon transport infrastructure including Nottingham

Express Transit Phase Two, the Nottingham Station Hub, Green Bus Funding and Plugged in Places, to achieve a step change in sustainable travel behaviour. The key to achieving this vision is to make low carbon choices easier by improving integration between journey modes so that people can make truly flexible multi-modal journeys using the full range of low carbon modes.

The partners' long term vision for social, economic and environmental wellbeing are set out in the City's and Counties' Sustainable Community Strategies. The Nottingham Urban Area bid will directly help to deliver economic, environmental and community benefits by enhancing our transport offer to business ensuring Nottingham and the local centres in the urban area remain attractive places to invest, making it easier and more affordable for local people to access employment and training opportunities and using transport as a means of enhancing our cultural and social offer. Engaging local people in decision making about the local transport improvements and low carbon travel services they need in their area will make neighbourhoods more attractive, sustainable and safe places to live and grow up, giving our children and families the best start in life and also contributing to public health outcomes. How the bid will support the objectives in the LTPs for Nottingham, Nottinghamshire and Derbyshire has been described in Section B3.

The Work Packages proposed in this Bid build on the multi-operator integrated ticketing offer and the community delivery model developed through the Key Component bid. Work Packages A, D and F are designed to target people at key transition points with a particular focus on the travel needs of children, young people and families. These measures will help our citizen's take full advantage of local employment, learning and cultural opportunities. Work Packages C, D and E are designed to create the physical, social, and cultural environment that will support sustainable travel behaviour.

Appendix G contains a matrix which shows how each of the Work Packages A-F described in Section C1 meets the key challenges set out in Section B2. How each Work Package interlinks and mutually supports the others and how they will contribute to achieving local policies and strategies is explained below:

A: Developing the smartcard integrated ticketing offer for low income groups:

- Enabling access to employment and training, particularly for young people, is a priority. 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. Making the cost of travel more affordable and working with partners such as the further education colleges and the DWP Work Programme providers will reduce travel barriers for those on low incomes and help people to access employment, training and learning opportunities and therefore support local people back into work.
- A local survey of Further Education establishments in Nottingham shows that 38% of Education Maintenance Allowance (EMA) was currently spent on transport equating to £2.7million per annum and 64% of 16-19 students in receipt of EMA used this to help with transport costs. Working with the Further Education establishments to provide a travel offer for young people over 16 in full time education and in receipt of free school meals will help to mitigate the impacts of the changes in EMA funding and enable young people to continue to access learning 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 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 (One Nottingham Accessibility of Employment and Training Opportunities in Greater Nottingham Study 2007).

B: Community Travel Hubs: The bid proposes 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; Joint Service Centres and other key community

venues) and will offer enhanced services such as smartcard card top-up, journey planning services, hire bikes, cycle parking, tele-presence, electric vehicle charging and access to a city car club. This will extend the range of travel options available allowing people the opportunity to try some different ways to travel and community facilities to reduce the need to travel and increase the number of local outlets providing travel information thereby improving the availability of information about local travel options.

- A team of **Neighbourhood Smarter Travel Co-ordinators** (NSTCs) will be established based within the community to deliver a travel behaviour change programme. The NSTCs will work with local people to commission smarter choices support, such as personalised journey planning, local promotional activities, cycle training, route planning and other advice, travel support for job seekers and small-scale infrastructure improvements to respond to local needs and address travel barriers. This approach is consistent with the approach to 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 offer a range of local authority and health related services. Providing information about travel options at community hubs will help to address barriers to accessing and understanding travel information and so broaden people's travel horizons.
- To embed a sustainable travel culture within our communities the NSTCs will foster a network of volunteer community **Smarter Travel Champions**. These local champions will provide a peer to peer advice network helping to raise awareness of travel options and improve access to travel information. This approach transfers the successful Change Makers model already being delivered by NHS Nottingham City through the Decade of Better Health promotion programme, to improve take-up of local health services, to a travel behaviour change programme. This also fits with the City Council's approach for the delivery of its Climate Change Strategy which will have locally focused action plans to promote behaviour change. This will also be supported by British Cycling's Breeze programme to get more women cycling which is taking place in Nottingham in 2012 and 2013, and will create a network of local volunteer cycling champions.
- This approach will make low carbon choices easier and provide low carbon travel solutions tailored to each community's specific needs which will extend people's travel horizons and embed a culture of sustainable travel behaviour in the community. This local delivery model will also strengthen the capacity of the third sector and create local enterprise opportunities so supporting the local economy. More information about the local delivery model is set out in Section E1.

C: Liveable Neighbourhoods: This work package, alongside Package E, will build upon the excellent public transport network already available in the urban area by using a Manual for Streets approach to provide attractive, accessible and safe links to public transport. Creating 20mph limits in residential areas will reduce vehicle speeds and be an integral part of the Council's approach to respond to the United Nation's Decade for Road Safety and DfT's Strategic Framework for Road Safety. Small scale improvements to walking and cycling links will create an environment that encourages healthy, active and low carbon travel options thereby contributing to the objectives of the emerging Climate Change Strategy and local health priorities. This work stream will help to provide the physical environment which will enable the delivery of Work Package D.

D: Active Travel Solutions proposes a package of measures designed to create a culture of walking and cycling for local journeys which builds on the local good practice already established in the Nottingham area through the RideWise cycle training organisation, including the Department for Health funded CHIPPS Cycling for Health regional pilot, work with Sustrans on the Ucycle Nottingham initiative in partnership with the universities and the hospital as part of the Finding New Solutions programme, the local bike recycling scheme run by Framework Housing Trust and the work with schools on travel plans and the award winning Footprints walking campaign.

There has also been significant investment in cycling infrastructure to create cycle commuter routes and improve facilities for cyclists across the urban area including the cycle parking at the Station Hub. This Work Package will maximise investment benefits by mainstreaming cycling as the obvious option for short and medium length journeys. This will deliver multiple benefits e.g. improving health, is non-polluting, reduces congestion and is an affordable travel option.

Local data shows that there a prevalence of overweight and obesity in the wider population and so we need to take a community wide approach to promoting active travel options. The Decade of Better Health promotion campaign has identified that 28,000 citizens need to exercise more. Increasing physical activity in children and adults is vital to tackling obesity. Evidence shows active travel such as cycling reduces risk of cardio-vascular disease by 50% and gives a fitness age 10 years less than actual age hence increasing life expectancy. Promoting active travel for local journeys and recreation activities will help people to increase their recommended daily levels of physical activity and is a key component of the City's Healthy Weight Strategy as well as contributing to achieving the Sustainable Community Strategy targets.

This workstream consolidates a number of existing programmes into a single cohesive approach to promoting cycling at a community level by providing a range of activities and services suitable for young children, young people, adults and families. It will also provide a cycling element within existing health and leisure provision such as the Active Families initiative funded by NHS Nottingham City which has been very successful in engaging "hard to reach" families in fun activity sessions at local leisure centres.

As well as a range of cycle training packages designed for different age groups, the package seeks to provide the wider cycling support infrastructure needed to address the common barriers to cycling by providing route planning, journey buddying, cycle maintenance classes and extending the bike recycling scheme to secure a supply of affordable and safe cycles.

This package also uses active travel as the basis for an enhanced social and leisure offer with an annual programme of community events and fun days, area-wide sustainable travel promotional events and guided community and rural rides programmes, as well as providing a low carbon travel dimension to other local cultural and arts events, thereby integrating low carbon and active travel into the cultural offer.

This Work Package will be supported by the investment in small scale neighbourhood improvements through the Liveable Neighbourhoods programme and the Smarter Travel Interventions budget to provide improve walking and cycling links, cycle parking, pool cycles and hire bikes at transport and community hubs described above.

E: Low Carbon Transport Network: Nottingham is the UK's least car dependent city in 2010 (Campaign for Better Transport). The basis of a low carbon transport network is already established through local investment in high quality bus services and Nottingham Express Transit Line One and will be developed through the investment secured for extension of the NET Lines 2 and 3, the Green Bus Funding for electric buses and the Midlands Plugged in Places funding for electric vehicle charging infrastructure. This provides a strong base to build on and move forwards to deliver the challenging CO_2 reduction 2020 targets set out in the Energy Strategy.

The 2020 Energy Strategy identifies a number of interventions to reduce carbon emissions and maximise energy output including:

- Establishing the City as a centre for energy efficient technology business and innovation;
- Developing the City's electric vehicle charging infrastructure including looking at use of photo voltaic arrays at Park and Ride sites;
- Incentivising electric vehicle options for public and private transport;
- Partnership working to develop approaches to using electric vehicles to buffer supply and act as energy vectors.

The LSTF funding in conjunction with the LTP3 will enable us to accelerate the delivery of on our 20% carbon reduction target for transport by providing investment to kickstart the decarbonisation of local transport as well as improving air quality and reducing congestion.

F: Personalised Travel Planning Solutions: This work package is aimed at providing a number of core services to provide bespoke travel solutions and tailored journey planning information and advice for people at key transitional points (entering the employment market, moving schools,

moving house) and/or groups who face particular barriers to accessing jobs and services (job seekers, people with disabilities and/or with limited mobility). These measures have specific target markets and providing a more personal approach will help to address the information and cost barriers identified in Section B2 by making sustainable travel choices easier and more affordable thereby widening people's travel horizons.

These services will broaden the range of travel information sources including using the latest technology in terms of smartcard development (as set out in the Key Component bid) and journey planning software and social media applications to provide bespoke journey planning solutions in an efficient and cost effective way. If a greater level of provision is required to meet the needs of a particular community the Neighbourhood Smarter Travel Co-ordinators can commission additional services using their local smarter travel intervention budget.

The Inclusive Accessibility workstream is building on an approach developed in partnership with RNIB to identify travel barriers and improve the journey experience for partially sighted people to other vulnerable groups to support independent living. The @ccessadvsr initiative will complement the Smarter Travel Champions network by developing an online community around travel information using crowd sourcing to add a layer of local intelligence and live information onto the travel information provided by web-based journey planners, initially aimed at people with limited mobility, but as the service develops this will also be of value to the wider community.

Equality Impact Assessment: In addition to including a specific Inclusive Accessibility workstream within the LSTF bid, a screening exercise has been undertaken to consider the impacts of the proposed LSTF programme for the nine groups identified in the Equalities Act 2010 and to ensure that that the measures proposed in the bid programme do not negatively impact on particular groups within the community and to identify any potential equality impacts. This is recorded in **Appendix H.**

From this initial assessment we identified that the Bid package would have a positive impact for each of the groups considered and specific elements of the programme would provide significant benefits for people with disabilities, young people and older people and/or those with limited mobility. Longer term outcomes such as liveable communities, increased levels of local people accessing good jobs and improved literacy amongst young people, which will have positive benefits for social inclusion and active participation across the community, will be monitored as part of the ongoing evaluation of the success of the programme implementation.

The screening exercise identified the following issues to consider when preparing the Business Case and throughout the programme delivery of each work programme:

- Ensure the development and implementation of proposals including any consultation gains the views of and responds to the needs of disabled people, older and younger people, lesbian, gay, bisexual and transgender groups, different ethnic and faith groups, and women;
- Ensure transport information is provided and publicised in ways that are accessible to disabled people and to minority ethnic people whose first language may not be English

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 workshops and discussions were represented by the business and education sector, the third sector and a gathering of community groups including AgeUK (Best Foot Forward scheme to promote walking), Broxtowe BEST Community Workshop, Nottingham Community & Voluntary Service (NCVS) and Rural Community Action Nottinghamshire (RCAN). The bid has also drawn on feedback from the Big Idea public survey and from LTP consultation Summaries of the feedback from these consultation exercises are in **Appendix I**.

Developing the smartcard integrated ticketing offer

- All groups are strongly in favour of integrated ticketing, especially inter-modal and inter-operator tickets, and wish to see a Smartcard offering access to other services within the city.

- The BEST group were keen to see a smartcard with period term tickets instead of just charging them for a set number of days, e.g. a smartcard could be valid for use during college term time.
- LTP consultation asked for smart ticketing/multi-operator ticket options across administrative boundaries and the need to address the cost of travel by public transport.

Community Travel Hubs/local delivery model

- There is a very high level of support for the community delivery model. The BEST community group are keen to be involved in prioritisation of local projects and to have access to more information on travel trends and innovation, and for this to be shared with the community.
- They were very supportive of a Sustainable Travel Coordinator being "…out in the community not holed up in a big public service building". All groups felt that libraries and surgeries would make ideal places for coordinators to interact with the neighbourhood.
- RCAN and NCVS have excellent links with other organisations in the area and would be able to help disseminate information widely and help mobilise communities in support of this model.
- 14% felt road and pavement repairs were most in need of improving (Citizens Survey 2010) suggesting whilst the local area capital investment programme was delivering improvements, there is more to be done.

Liveable Neighbourhoods

- Many groups including BEST, NCVS and RCAN, support neighbourhood development in terms of green infrastructure, CCTV, lighting and soft landscaping be included in the package to help create an environment appropriate for sustainable travel. RCAN in particular favoured community led neighbourhood planning projects whereby the community gets involved in decisions about their locality e.g. green infrastructure. 92% of respondents agreed that making it easy to get around using a range of transport modes was an important objective for local councils and transport operators in Greater Nottingham (Big Idea survey).
- The top five factors making somewhere a good place to live included public transport with 33% respondents agreeing (2010 Citizens Survey).
- 78% of respondents stated that greener travel options were either fairly or very important, with commensurate neighbourhood improvements being seen as fairly or very important by 55% of respondents (LTP consultation).
- This also showed support for the introduction of 20 mph zones in residential areas, providing this was implemented without the use of speed bumps.

Active travel solutions

- AgeUK has a programme of developing volunteer-led walking groups within the city called Best Foot Forward. Their aim is to promote walking for health and enjoyment to people of all ages. Currently they are seeking funds to develop more walks, for promotional materials aimed at the public and businesses and to provide training for the volunteers leading the walks.
- The Big Idea survey of 2,095 people showed 87% of respondents agreed that we should make it easier to walk or cycle in the Greater Nottingham area, with 10% and 14% of respondents not already using those modes indicating that they would consider making their journey by walking or cycling respectively.
- LTP consultation respondents asked for more cycle training opportunities with employers to promote cycling, prioritisation of gaps in cycle and walking networks where active travel facilities were poor and for sustainable modes to be made the simplest and easiest option.
- Two thirds of respondents in the County thought cycling and walking instead of short car journeys provided an opportunity to deliver economic, climate change and health benefits.

Low carbon transport network

- All surveys showed a keenness to move to a low carbon transport network and a variety of ways in which this could be carried out. For example respondents to the LTP3 consultation mentioned the 2020 Energy Strategy for the City which sets out proposals including "developing city electric vehicle charging infrastructure" and "incentivising and supporting electric vehicle options for public/private sector".

- LTP consultation respondents also asked local authorities to make use of alternative fuels, electric and low carbon transport modes and promote alternatives e.g. car clubs
- There is clear support for the establishment of car clubs and for doing so in a way that helps establish a low carbon transport network.

Personalised travel planning solutions

- All the surveys indicated a desire by the public for more information to allow then to plan their own journeys more effectively, or even remove the need to make some journeys at all. For example RCAN were very much in favour of delivering ICT capability to communities in order that services may be accessed electronically rather than in person.
- BEST and the LTP consultations showed a clear desire by respondents for more information at bus stops, about connections, on ticketing and about any changes to timetables or diversions.

SECTION D – Value for money

D1. Outcomes and value for money

The Nottingham Urban Area Bid aspiration is to set the standard as the exemplar city region for sustainable travel in the UK. Nottingham was 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 our transport system is already helping large numbers of people to move around the area sustainably. Given our aspirations for growth, continued investment is required if our leading performance is to be sustained and to achieve the sustainable travel performance of our best European counterparts.

The integrated package of proposals presented in this Bid have been designed to deliver a transport system upon which a successful and vibrant economy can be supported and also achieve carbon reductions from transport necessary to achieve national carbon targets. Delivery of all the proposals set out in Section C1 have been evidenced as the key measures for achieving optimum and sustained travel behaviour change.

The Bid package will achieve the following headline targets 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

A detailed programme outputs table is provided in **Appendix K.**

1. Modal shift to sustainable transport

Target: Increase sustainable travel modal share by 10% from 2011/12 levels by 2014/15

Explanation of how the target was set:

Local monitoring (identified in the baseline data in **Appendix E**) shows a 12% increase in public transport use in the last five years with the greatest growth taking place on the bus network. The introduction of the Workplace Parking Levy coming into force in April 2012 provides a critical one-off opportunity to influence commuting patterns of 40,000 existing car commuters. The expansion of the Nottingham Express Transit tram system to include two further lines (projected to carry an additional 10 million passengers per annum), continued investment in comprehensive bus services provided by two of the country's leading bus operators and the Nottingham Station Hub redevelopment, will help to establish a comprehensive high quality public transport system helping to reduce congestion and encourage travel behaviour change, leading to a further step change in public transport mode share. Crucially this Bid will support smarter choice interventions proposed supporting the anticipated growth in public transport complemented by increases in walking and cycling trips, particularly for shorter journeys.

Evidence for success:

- The Sustainable Travel Towns achieved a 9% reduction in car trips from applying an integrated package of smarter choices interventions.
- PTEG (Carbon Pathways for Transport in City Regions, 2010) confirm the roll-out of smarter choice measures (travel planning, personalised travel marketing, sustainable travel campaigns, public transport, walking and cycling information) can have an assumed impact of decreasing car driver km by 5% for all trips of 50km or less in/from urban areas.
- Local track record for increasing public transport mode share during past LTP periods and containing congestion levels through travel demand management techniques.

Value for money:

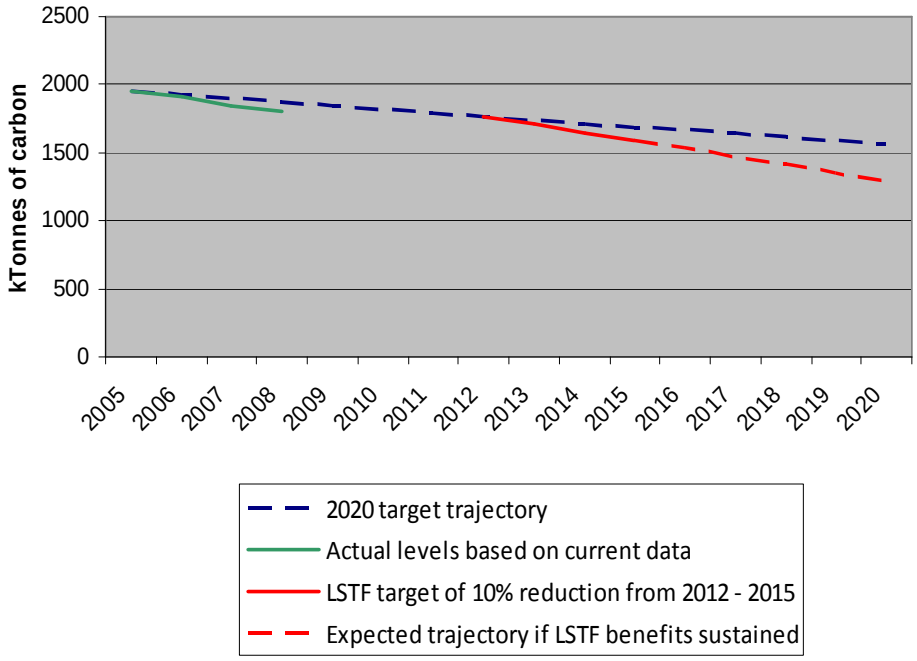
This target has assumed the lower end of modal shift achieved through the Sustainable Travel Towns initiative since the current public transport modal share Nottingham is already starting from a higher base for public transport. Continued reduction in private car modal share will be achieved through increases in walking and cycling journeys contributing to the 10% increased sustainable travel share similar to the results achieved by the Sustainable Travel Towns.

2. Reduction in carbon missions from transport

Target: Reduce carbon emissions from transport by 10% over three years by 2014/15

Explanation of how the target was set:

Defra 2008 emissions data shows Nottingham has achieved an 8% reduction in carbon emissions from transport since 2005 and there has been an overall 6% reduction across the districts in which the bid area is located over the same period. This places us ahead of the ambitious 2020 target to deliver 20% reduction in carbon emissions from transport from the 2005 baseline. A target of a further 10% reduction over the fund period has been set as the proposals will help to accelerate the reduction in carbon emissions and ensure that we maximise the benefits of complementary initiatives such as the NET and integrated transport measures implemented via the LTP.



Evidence for success:

- The Sustainable Travel Towns project achieved 4.6% reduction in annual per capita emissions from car driving for journeys of all lengths.
- Local monitoring of carbon reduction highlights progress already made in last five years through improved walking and cycling infrastructure, smarter choices initiatives such as travel planning and marketing campaigns, road safety measures and improvements to the public transport system which can be further built upon.

Value for money:

PTEG research (Carbon Pathways for Transport in City Regions, 2010) quantified the cost effectiveness of different types of smarter choices interventions and concludes that:

- Cycling investment achieves strong reductions in carbon emissions with large urban areas

achieving 15% modal share for cycling;

- Public sector procurement of low carbon vehicles for fleets and supporting early take up of electric and plug-in hybrid cars and vans through provision of charging points can result in high abatement of carbon emissions at a medium implementation cost;
- The implementation of schemes such as the Workplace Parking Levy (WPL) in large urban areas can result in medium abatement of carbon emissions at a low/revenue neutral implementation cost.

The development of a cycling revolution and support for new vehicle technologies through the business eco-driving support programme, investment on electric bus services, investment in electric vehicle charging are key parts of the Bid programme, which coupled with the introduction of WPL in 2012 will provide the driver to encourage a modal shift to low carbon travel.

3. Increased community engagement and involvement

Target: Engage with up to 180,000 people (20% of the urban area's population) on sustainable travel through community hubs and smarter choice events and promotion.

Explanation of how the target was set:

It is expected that the five community travel hubs (the first hub to be established as part of the Key Component bid and a further four hubs through this bid) will collectively engage with 65,000 people over the three years of the programme with a further 115,000 people engaged via the range of organised events, marketing and online tools proposed in the Bid.

Evidence for success:

- The City Council/NHS Nottingham City Decade of Better Health promotion programme has already established a network of volunteer Change Makers to raise awareness of and improve the uptake of health services and is a proven model to support the delivery of improved health for local citizens. 70 Change Makers volunteers are already active within the local community.
- Over ten years of local success in community and business engagement through the Big Wheel transport brand and Greater Nottingham Transport Partnership activities e.g. the Big Day Out sustainable travel event in 2009 attracted over 20,000 visitors.
- The City Council's Area Capital programme has delivered over £40million invested directly into local neighbourhoods as identified and prioritised by local communities. As a result satisfaction levels amongst residents who feel they are able to influence local decisions has increased from 48% to 57% and satisfaction with their local areas stands at 81%.

Value for money:

The Bid concept develops the capacity of local communities to support themselves through the volunteer peer support network at low implementation cost which will enable local communities to develop a critical mass for reaching a wide range of people through different avenues on sustainable transport. It also allows for the realisation of the principles put forward in the Localism Bill for local communities influencing decisions and prioritising local transport improvements.

4. Creating a Cycle Revolution

Target: Double the levels of cycling in intervention areas from 2011 levels by 2014/15

Explanation of how the target was set:

The Bid target of doubling the current levels of cycling across the urban area by 2014 has been derived from best practice elsewhere and the success and evidence of local cycling projects. The combination of evidence from the UCycle Nottingham project, cycle training delivered in schools and to adults through the RideWise cycle training organisation confirm there is a strong demand for additional support in cycling.

Evidence for success:

- PTEG (Carbon Pathways for Transport in City Regions, 2010) referenced cycling investment achieves strong reductions in carbon emissions with large urban areas achieving 15% modal share for cycling.
- Nottingham has taken part in a number of effective cycling demonstration programmes. Monitoring and evaluation of these initiative shows:

- UCycle Nottingham, part of the Finding New Solutions programme, has achieved a doubling of usage at key sites through an integrated programme of cycle infrastructure improvements, cycle training, targeted publicity and marketing and a cycle loan scheme for staff and students.
- The Bikeability cycle training in primary schools has seen take up increase from 102 Year 6 pupils in 2008/09 to 257 in 2010/11.

- RideWise cycle training activities have provided cycling for 2,300 adults and children since 2006. This includes delivering the Cycling for Health initiative in Nottingham City which was one of two Department for Health Cycling and Health Innovation Pilot Projects (CHIPPs). Over the three years of the programme 228 participants were recruited of which 25% were from African/Caribbean communities and 14% from Asian communities. At the start of the programme participants reported an average of 0.6 ± 1.9 hours of cycling per week, By the end, there was an average increase in cycling of 1.7 days per week and an increase of 32 minutes of cycling per day so this intervention demonstrated that one to one cycle training combined with loan cycles, group rides and community fun days is a successful approach to increasing cycling levels. The evaluation reported that the reach of the project into disadvantaged communities was more apparent as the project progressed highlighting the importance of sustained intervention to engage "hard to reach" communities.
- The bike recycling programme run by Framework Housing Trust, a homelessness charity, is another local model of how an initiative designed as a support and resettlement programme for Framework's clients can achieve multiple community benefits. Over the past three years the scheme has recycled and redistributed 528 bikes which might otherwise have gone to landfill, involved 416 people and provided 1 full time job. In 2009/10 15 people took part in volunteering and since its start the scheme has supported 9 people into work. This service is essential to provide a supply of affordable and safe cycles to enable people on a low income to take part in the RideWise cycle training and community ride programme.
- The combination of road safety education, engineering and enforcement measures has helped to reduce numbers of killed and seriously injured by 50% (in the City) over the past ten years. These improvements along with the roll-out of 20mph limits are helping to create a physical environment fit for cycling (and walking).

Value for money:
The Sustrans Cycling in the City Regions report (2011) found increasing cycling can produce substantial economic benefits mainly by increasing physical activity through reduced congestion, lower carbon emission, increasing physical activity and by improving access to employment, local facilities and public transport. Investment in cycling was found to be highly cost effective delivering 3:1 benefits compared to cost. An evidence review for Bristol City Council concluded small scale and targeted cycle interventions could deliver higher benefit-cost ratios, averaging 19:1 for walking and cycling interventions

Capacity building to improve access to employment and volunteering opportunities
Target 5: Build the capacity of approximately 9,500 individuals to participate in the local labour market

Explanation of how the target was set:
The model for community delivery utilising existing partner networks has the potential to support the growth of the third and voluntary sectors. It is estimated that the Bid will support approximately 9,500 individuals into employment and training either directly or by providing volunteering opportunities through the following targeted initiatives:

- A1: Smartcard initiatives for Young People will provide support with travel costs for 7,500 16-19 Further Education students;
- B4: Smarter Travel champions volunteer network will encourage at least 40 new individuals to engage in volunteer activities;
- D2 and D3: Delivery of community cycling package by third sector organisations will help to secure income to consolidate and extend the pool of cycling instructors by 35 additional instructors and provide volunteering opportunities through the Bike Recycling programme;
- F1: Ways to Work will support 1,900 job seekers on Job Seekers Allowance for 6-12 months.

Evidence for success:

- The Decade for Better Health Change Makers network model has seen 70 champions working in local communities since the project was introduced with evidence supporting this approach.
- Since 2006 the Ridewise partnership has grown from two staff (employed) to being supported by over 20 freelance instructors. Framework's bike recycling programme has supported 9 people into work.
- An Ekogen study (Employment in Sustainable Transport) found a reduction in car travel and a transfer to public transport would result in a net increase in employment as on average rail and

bus travel generates more jobs per passenger km than car travel demonstrating that the sustainable transport sector can make an important contribution to economic recovery and continued growth.

Value for money:
This target is a conservative estimate of the local economic benefits of this work package as it does not include the additional benefits that will be achieved through support for third sector organisations through the services commissioned by the Neighbourhood Smarter Travel Co-ordinators with their smarter travel intervention budget. By equipping people to become economically active, either by addressing travel barriers to employment or learning or providing opportunities to learn new skills, the benefits of these activities will last beyond the bid programme and could be potentially life changing for the individuals receiving this support.

Personalised travel planning solutions
Target 6: Provide personalised travel planning solutions to over 32,000 individuals through targeted programmes

Explanation of how the target was set:
The target for providing personalised travel planning solutions to 32,000 individuals through targeted programmes will be achieved through the targeted initiatives in Work Package F: Personalised Travel Planning Solutions:

- F1: Ways to Work will support 1,900 job seekers on Job Seekers Allowance for 6-12 months;
- F2: Year 6 Transitional Travel Training will be available to up to 4,000 children per annum
- F3: Home Movers Packs will provide up to 18,000 personalised travel information packs
- F4: Inclusive Activity travel training support for vulnerable groups will be available for up to 100 individuals

These estimates exclude additional journey planning support available through Community Travel Hubs and route planning service offered through RideWise cycle training organisation. It is expected that the programme will exceed this target through these additional 'non-quantifiable requests' for personalised travel planning support.

Evidence for success:

- The WorkWise initiative and the community travel teams approach developed by Mersey Travel to provide support for access to employment are proven good practice to address individual travel barriers.
- The pilot Bike to Work initiative in the City and Hucknall in 2009/10 demonstrated that was high demand for this type of support to address travel barriers in the Nottingham urban area.
- School travel plan support and associated work in schools such as the award winning Footprints walking promotion has resulted in mode share to journeys to school of 18% in the City, one of the lowest levels seen in the country.
- The Government's 'Creating Growth Cutting Carbon' White Paper referenced the 'Nudge' concept as an effective enabling tool allowing to make better travel choices through providing information to encourage choice.

Value for money:
PTEG research into the effect of bus fare increases on low income families (of which there are high proportions in Nottingham) showed that these groups can be better supported by tackling affordability barriers by providing users with discounted tickets to meeting costs of travelling to education and employment services. There are 200,000 Citycard smartcards currently in circulation – using this audience to communicate journey planning information has proved to be a cost effective way of providing household level information about the nearest public transport services. In addition to the targeted interventions highlighted above 300,000 residents will receive the updated integrated e-purse smartcard to be funded through the Key Component bid along with a personalised journey planning information pack.

Longer term strategic outcomes
Longer term outcomes were considered as part of the logic mapping exercise which is detailed in **Appendix J**. The logic mapping exercise was undertaken to support the planning, design and evaluation of the package of proposals which were described in Section C1. This sets out what key issues are being addressed, the measures to address them and the likely outcomes and impacts of those interventions which can be summarised as:

- Increased inward investment and thriving local economy

- High accessibility to employment and training opportunities
- Increased proportion of adults with at least NVQ Level 2 qualifications
- More adults with the appropriate skills and qualifications to progress into work and earn more
- Increased capacity of the community and third sector
- Increased levels of physical activity through active travel within the population
- Improved mental health and wellbeing amongst citizens
- Increased resident satisfaction with local areas and citizens able to influence local decisions

The success of the Bid proposals will be measured through a number of key outputs relating to each work package. A full project outputs table is included in **Appendix K.**

D2. Financial sustainability

The Bid package has been developed in a way that will sustain the benefits of the investment beyond the Fund period. As part of the Business Case preparation a clear and robust exit strategy will be developed to include successor interventions to ensure improvements will be financially sustainable in the long term.

The Bid strategy (discussed in Section B3) outlined 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. This Bid will help to further utilise and enhance our local asset base which includes a range of delivery partners and third sector organisations already in place and actively working within local communities (identified in **Appendix D**). This partnered approach will help to build capacity and secure future investment opportunities to continue local transport initiatives and improvements that will deliver long term outcomes.

The Workplace Parking Levy will provide a local revenue stream to support measures to reduce congestion and improve public transport including a travel support package for business. This places Nottingham in a unique position of being able to build upon and safeguard the legacy of improvements established through this Bid to benefit citizens, business and visitors.

A strong integrated planning and development vision has been established through the Aligned Core Strategies and Local Transport Plans which provides an opportunity to build in developer contribution criteria as part of planning application consent for forthcoming helping to integrate service delivery and ensure momentum is sustained over the planning years.

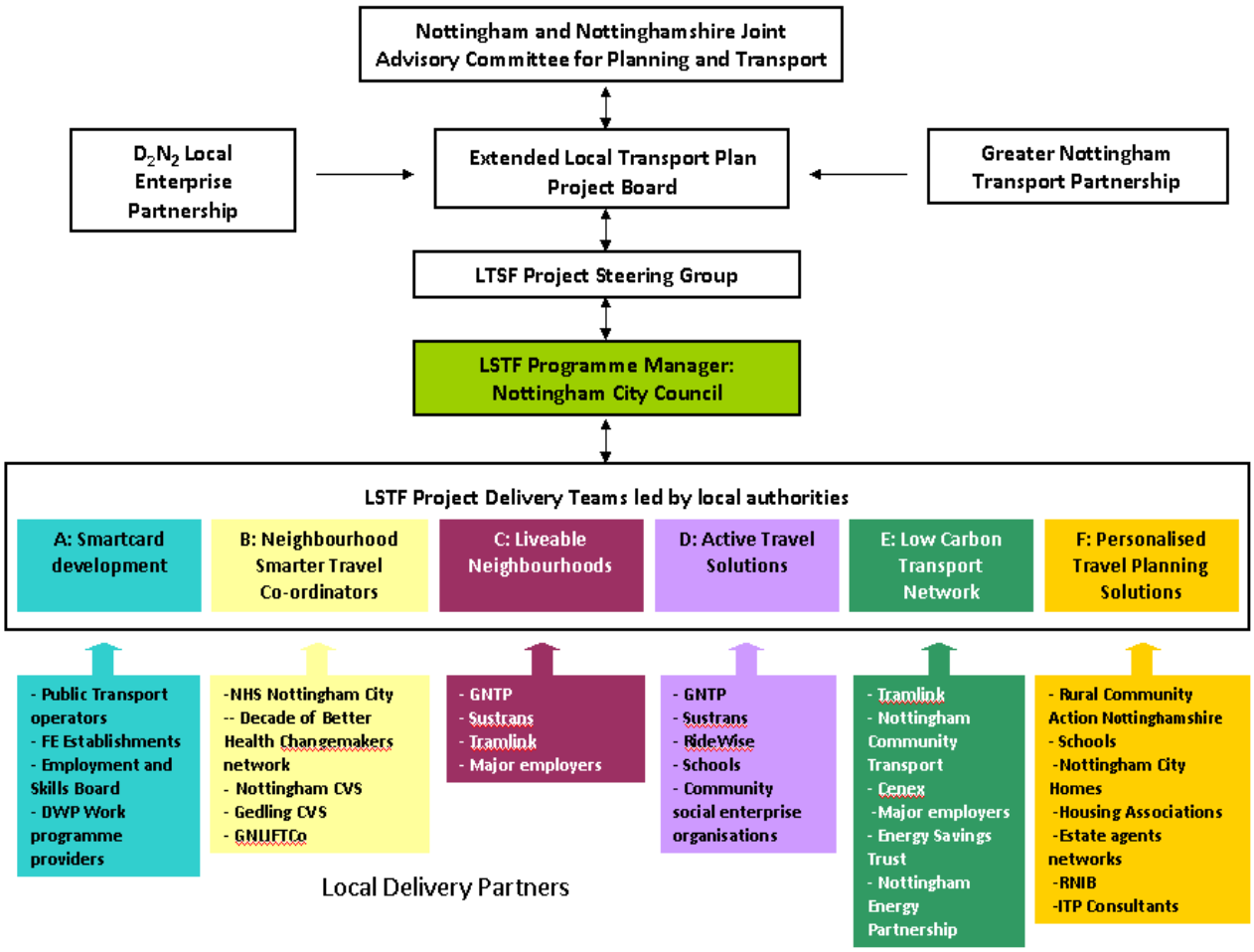
SECTION E – Deliverability

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 Planning, 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 and will appoint a Programme Co-ordinator to oversee the delivery of this programme and the Key Component bid (if awarded). Programme management will be carried out in accordance with 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 by monitoring information on the profiled budget, forecasted expenditure, commitments and any changes to the programme utilising experience of managing large sale projects including NET, UCycle and the LTP programmes.
- The local transport authorities will lead the delivery of each Work Package supported by local partners as shown in the diagram below. Services will be commissioned from the private and third sectors through appropriate tendering procedures. The emphasis on procurement outside of the public sector will help to support the rebalancing of the local economy. For activities within the City boundary Nottingham City Council will be the lead organisation. Where the programmes impact beyond the City's boundary Nottinghamshire and Derbyshire County Council's will guide the delivery activity.



Wider stakeholder involvement: The Local Enterprise Partnership (D_2N_2) is being 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-ordinators (NSTC) will act as main point of contact for service providers and the community. The NSTCs will be based within the Joint Service Centres in the City (local centres for shared City Council and PCT services) and other suitable community venues in Beeston and Arnold and will be responsible for overseeing the delivery of a tailored range of smarter travel interventions in their locality. The principle of the community engagement model is shown in the diagram in **Appendix D**.

- The NSTCs will work in partnership with the local Community and Voluntary Services to 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 Change Makers model already in operation for the Decade of Better Health promotion campaign. Where possible the NSTCs would 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 (See **Appendix D** for more information about Change Makers). An on-line community will be developed around the @cessadvsr initiative using social media to communicate local intelligence and live information about travel and transport information and journey experiences to supplement online journey planning data.

- The NSTCs will have a Smarter Travel Intervention Budget for their area 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).

E2. Output milestones

Project management principles to manage the Bid outputs to budget, time and quality include:
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 to deliver the programme outlined in Section C1. The key milestones for delivering the LSTF Main Bid programme are set out below. A full project plan showing project activities and timescales for implementation has been outlined in **Appendix L**.
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.

Key milestones	**Date**
Preparation	
Submit LSTF Large Scale Bid Expression of Interest	Jun 2011
Initiate LSTF Key Component programme (if successful)	Jul 2011
Business Case Preparation	Jul-Dec 2011
Submit full bid proposal to DfT	20 Dec 2011
Finalisation of 'Big Wheel' communications plan	Dec 2011
Pilot Community Travel Hub established (incl. in Key Component)	Dec 2011
Workplace Parking Levy full scheme commencement	Apr 2012
Mobilisation	
Secure approvals to commence (if successful)	Jul 2012
Establish financial control mechanisms	Jul 2012
Appoint LSTF Programme Co-ordinator	Aug 2012
Finalise project delivery details with partners	Jul-Sep 2012
Commence commissioning of programme elements	Oct-Dec 2012
Programme Implementation	
Continuation of Smartcard support (incl. in key component)	Jul 2012
Network of Community Travel Hubs established	Jan 2013
Active Travel Solutions programme initiated	Jan 2013
Personalised travel planning operational	Jan 2013
Completion of first Liveable Neighbourhood demonstration project	By Dec 2013
Electric vehicle & supporting elements procurement completed	By April 2014
NET Phase 2 operational	By end 2014
Monitoring and Evaluation	
Establish baseline monitoring	Sep 2012
Year 1 evaluation	Jun 2013
Year 2 evaluation	Jun 2014
Whole programme evaluation	By end 2015
Exit Strategy	
Continuation of successful programme elements	From Apr 2015

E3. Summary of key risks

A robust risk management framework based upon Prince 2 principles is in place to oversee the identification and recording of key risks and their likelihood, impact and mitigation to ensure successful delivery of the Bid proposals. A separate risk log is provided in **Appendix M** and a summary of the top five highest rated risks are as follows:

1. Unforeseen problems with securing partner contributions which will be mitigated through maintaining partnership dialogue with key agencies;
2. Lack of support/engagement from community for proposed measures which will be prevented by ensuring the delivery model allows for communities to develop and prioritise measures;
3. Capacity of the third sector to deliver their commitments given other grant cuts will be minimised through establishing procurement processes that will provide future year certainty;
4. Accuracy of scheme estimates which could result in allocations being exceeded will be managed through effective project management processes;
5. Delays in procuring key resources will be prevented by developing a procurement strategy and establishing stage funding of projects and identifying further funding sources.

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 Group will commit resources to monitor and track progress presented in the form of an evaluation plan. Monitoring and evaluation will be carried out in accordance with the range of indicators identified in the baseline data in **Appendix E** and we will respond to the evaluation framework as indicated by the Department.

The City Council is part of the Local Carbon Framework and over the years has developed a reputation as leaders in carbon reduction measures. The Council 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) will provide 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. The Council is also an original member of the Carbon Descent Vantage Point carbon modelling pilot, supported by the Core Cities group and Energy Saving Trust, which enables scenario modelling, target setting and progress monitoring. The City Council is also developing an Energy Mapping tool to identify energy hotspots and opportunities for energy reduction which will include a transport layer. These tools alongside the DfT's Local Authority Basic Carbon Tool will be used to inform the development of the Business Case for this Bid and to monitor effectiveness of delivery.

The Council and its partners are keen to fulfil the role of local accountability to our communities by overseeing the ongoing impact and success the proposals deliver to local citizens and businesses to support the economy and create a low carbon transport system to deliver real behaviour change.

Outcomes and lessons learned will be shared through use of the Councils' and Big Wheel Business Club website, LTP delivery reporting, Big Wheel marketing and communications posters, newsletters and social media messages, GNTP forums to share best practice with delegates and partnership working through the LEP. Wider engagement will take place with other local authorities through established partner networks such as the City Council's participation in the PTEG and the Core Cities networks.