Nottingham Urban Area Local Sustainable Transport Fund Outcomes Update Report 2013/14

October 2014

1. Background and context

1.1 Purpose of this document

The Department for Transport (DfT) has awarded the Nottingham Urban Area £15.245 million through its Local Sustainable Transport Fund (LSTF) programme 2011-2015. The Nottingham Urban Area LSTF package has been designed to directly help to deliver economic, environmental and community benefits through an integrated package of proposals being delivered across the Nottingham urban area to achieve long term travel behaviour change.

LSTF project teams are required to produce an Annual Outcomes Report as set out in the DfT's Monitoring and Evaluation Framework published in December 2012. This Report is the second annual report and provides information on the baseline data of key LSTF performance indicators being monitored and progress against outcomes made in 2013/14. The final Annual Outcomes Report for this phase of the LSTF programme will be published in October 2015. A full programme evaluation report will be published by December 2016.

Information will be published online through the Government's Knowledge Hub and also on the City Council's transport pages at: **http://www.nottinghamcity.gov.uk/LSTFProjects**

1.2 Structure of this document

- **Section 1:** Sets out the **background and context** of the Nottingham LSTF programme. It contains a description of the package of measures, objectives and outcomes.
- **Sections 2 to 5:** provide a summary of the **key achievements of LSTF programme delivery** in 2013/14 alongside **monitoring and performance data** for the agreed Outcome and Impact performance indicators (PIs) for each of the four strategic LSTF programme objectives.
- **Section 6**: Describes the programme-wide marketing and communications activities that underpin our LSTF behaviour change programme.
- **Section 7:** Conclusion and plans for 2014/15 monitoring and post-programme evaluation.

In response to DfT's recommendations to enable a meta-analysis of the impact of the large scale LSTF programmes to input to the 2015 Spending Round, this year's report includes additional data compared to the 2012/13 report.

1.3 Introduction and context

An unprecedented level of investment – over £750 million – and activity is underway to build a better Nottingham including the expansion of the Nottingham tram network, redevelopment of the Station and Linkbus network improvements, part funded by the Workplace Parking Levy. In addition, highway improvements to the A453, improvements to the Ring Road and associated programmes funded through the Nottingham City Deal, Green Bus Fund and Better Bus Areas are all underway. This significant infrastructure is being implemented to help improve Nottingham's economic vibrancy and quality of life supported by an integrated transport network for residents living in and travelling across the conurbation. This transport provision is enabling improved connectivity by bus, tram, rail, road and supporting increased walking and cycling helping to move people and goods to jobs and services.

The resources being invested through the LSTF is providing a golden opportunity to realise the full potential of these large-scale capital investments. Increasing our business and community engagement activities and provides complementary programmes of events, activities and smarter choices services through the LSTF programme is encouraging low carbon and active travel behaviours supporting local economic growth and helping local people into jobs and training.

1.4 Nottingham LSTF programme description

The LSTF programme aspires to establish Nottingham as a national exemplar for integrated sustainable transport and seeks to enable greater integration of transport modes, develop new ways of engaging with local communities and sustaining partnership working with local businesses and large employers,

support business needs and target people at key transition points focusing on the travel needs of children, young people and families. The measures have been chosen to help our citizens adopt sustainable travel behaviour to take full advantage of local employment, learning and cultural opportunities.

The Nottingham Urban Area LSTF funding has been secured in two bidding rounds:

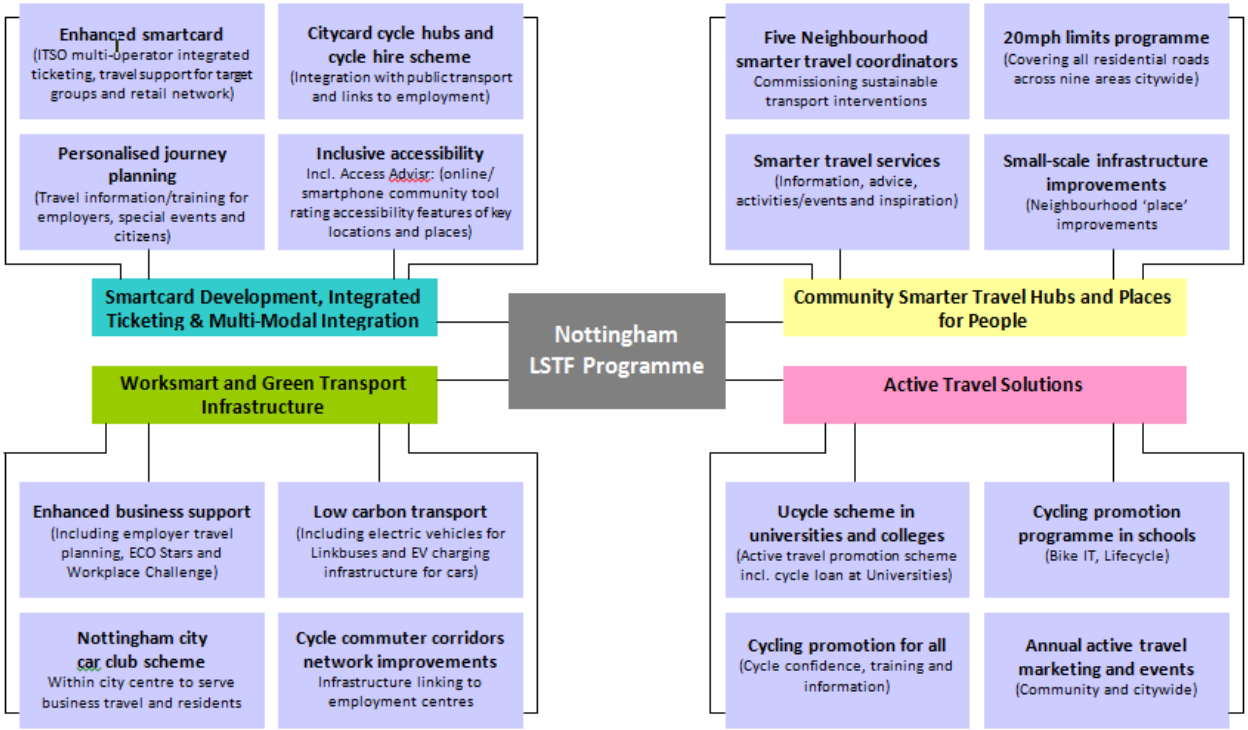
- **LSTF Phase 1:** **£4.925** million for the Key Component elements announced in July 2011
- **LSTF Phase 1:** **£10.320** million for the Main Bid announced in July 2012

The programme allocations have been funding four core elements of mutually supporting measures up to March 2015, supported by a programme-wide marketing and communications strategy:

- **A: Smartcard development, integrated ticketing and multi-modal integration:** Supporting access to employment and training by improving integration and unlocking travel opportunities using low carbon transport (all supported by the development of smartcards).
- **B: Community smarter travel hubs and places for people:** Delivering integrated smarter travel services at a neighbourhood level to support local people to adopt low carbon and active travel choices and address travel barriers.
- **C: Worksmart business support activities and green transport infrastructure:** Supporting the needs of the business community with smarter travel services and developing the low carbon transport network.
- **D: Active travel solutions:** A comprehensive programme of active travel marketing, promotion, events and services to make walking and cycling the norm for local journeys.

Figure 1.1 illustrates how the Nottingham LSTF programme workstrands and elements link together. Further detail regarding what each workstrand contains is included in the **Outcomes Monitoring Plan** available at **http://www.nottinghamcity.gov.uk/LSTFProjects**.

Figure 1.1: Nottingham LSTF programme interventions



1.5 LSTF objectives

The Nottingham LSTF programme was developed to respond to the area's economic, carbon and health challenges and complements the partners' Local Transport Plan programmes. The programme seeks to meet four key transport objectives:

Objective 1: Growth: Increasing economic competitiveness and creating capacity for growth by bringing staff into the workplace using an integrated multi-modal sustainable transport network and attracting inward investment.

Objective 2: Carbon and Air Quality: Continuing downward trend in carbon emissions from transport and adapting to climate change by making low carbon travel options a realistic and attractive choice and preparing for changing weather patterns.

Objective 3: Accessibility: Linking people to jobs by reducing barriers to accessing services and opportunities, particularly in terms of affordability and low travel horizons.

Objective 4: Health: Creating the social, cultural and physical environment to support active travel options and reduce transport impacts.

For each programme objective there is a corresponding headline outcome target for delivery by 2014/15:

1. Increase sustainable travel modal share by 10% from 2011/12 levels by 2014/15
2. No increase in traffic levels contributing to a reduction in carbon emissions from transport by 10% over three years by 2014/15
3. Increase in the number of people supported to employment and training by 2014/15
4. Double levels of cycling in key intervention areas from baseline levels by 2014/15

1.6 Outcome and impact monitoring

The outcomes will be achieved through an integrated package of interventions delivered through the Nottingham LSTF programme. A logic mapping exercise summarised in **Table 1.1** informed the selection of a suite of Outcome and Impact performance indicators (PIs) to monitor the success of the LSTF programme. **Table 1.2** lists the Outcome and Impact PIs categorised according to the primary LSTF objective they most contribute to.

For clarity **Outcome Indicators** are defined as strategic transport performance indicators which provide a gauge as to how successful LSTF implementation is influencing key factors such as reducing congestion, improving accessibility, increasing public transport patronage and cycling levels whilst improving road safety.

The **Impact Indicators** chosen relate to the wider impacts of those transport indicators on key areas such as economic growth, unemployment, reductions in carbon emissions, improvements in health in equalities and quality of life.

1.7 2013/14 progress

The projects from the LSTF programme 2011 – 2015 are now in their final year of delivery. Significant milestones were reached in 2013/14. At least some of the measure implemented will not yet be delivering full impact. For example, the community hubs are expected to take up to 12 months to start delivering results of those already in place to allow for a period of "bedding in".

Progress with project implementation in 2013/14 and the change in Outcome and Impact PIs is explained under each of the programme objectives of growth, carbon and air quality, accessibility and health in **Sections 2 – 5**.

Further information regarding output data provided in the Annual Outputs Reports submitted to the DfT which are published online at: **www.nottinghamcity.gov.uk/transportprojects**.

Table 1.1: Nottingham LSTF Programme – Logic Map of Outcomes and Impacts

	Context – transport issues	LSTF strategy approach	Key Inputs	Key Outputs	Outcomes	Impacts
LSTF Objective 1: GROWTH	• Increases in population • Costs of congestion to local economy • Projected increases in traffic levels	Promote alternatives/travel demand management techniques to increase Nottingham's economic competitiveness and capacity to grow	Enhanced smartcard (integrated ticketing)	• ITSO multi-operator smartcard ticketing • Smartcard retail network	• Increase in sustainable mode share • Increased take up of public transport • No worse congestion	• Nottingham economy GVA • Levels of employment (increase in total number of jobs) • Examples of inward investment
			Citycard cycle hubs and cycle hire	• Secure cycle parking facilities across urban area • Citycard cycle hire project		
			Enhanced business support	• Number of businesses engaged in support programmes		
			Personalised journey planning	• Number of journey plans issued		
LSTF Objective 2: CARBON AND AIR QUALITY	• Transport carbon emissions reducing • Impacts of rising fuel costs • Low car ownership levels • High public transport use	Encourage modal shift and new technology to respond to climate change	Low carbon transport	• Procurement of 19 electric buses for Linkbus network • EV charging points installed for private vehicles	• No increase in traffic levels	• Reduced carbon emissions per head of population • Improvements to air quality levels
			Cycle commuter corridors network infrastructure	• Infrastructure improvements to commuter cycle infrastructure		
			Enhanced business support	• Number of businesses engaged in support programmes		
			Nottingham car club scheme	• Establish car club scheme		
LSTF Objective 3: ACCESSIBILITY	• High levels of deprivation and low skill levels • Low travel horizons • Costs of public transport • High unemployment amongst young people • Lack of awareness of travel options and information	Provide information and travel support solutions to support increased accessibility to jobs and training	Neighbourhood smarter travel coordinators and smarter travel services	• Programme of smarter travel services commissioned • People benefiting from hub services	• Accessibility levels to employment and training	• Reduced levels of worklessness (with increased numbers of employed) • Greater accessibility to jobs and training • Improved quality of life with increased resident satisfaction with local areas and improved wellbeing amongst citizens
			Enhanced smartcard (travel support)	• Number of individuals supported (job seekers, low income, school/college students)		
			Personalised journey planning	• Number of journey plans issued		
			Inclusive accessibility	• Number of people supported and improved journey planning tools		
			Citycard cycle hubs and cycle hire	• Secure cycle parking facilities across urban area • Citycard cycle hire project		
LSTF Objective 4: HEALTH	• Polarised life expectancy (difference of 13 years) • Increasing overweight and obesity levels • Low levels of physical activity • Air quality and noise impacts on health	Promote take up of walking and cycling to encourage more active lifestyles	Ucycle cycle loan scheme	• Student cycling levels at participating organisations	• Increase in overall cycling levels • Reduction in road casualties (number and severity) • Increase in sustainable mode share	• Increase in life expectancy • Reduced health inequalities
			Cycling promotion in schools	• Number of school children trained		
			Active travel marketing and events	• Annual citywide sustainable travel events programme • Promotion and marketing campaigns		
			20mph limits programme	• All residential roads within the city have 20mph limits		
			Small-scale neighbourhood infrastructure improvements	• Infrastructure improvements to walking and cycling networks		
			Cycling promotion for all	• Total number of people participating in cycling programmes		

Table 1.2: Summary of Nottingham LSTF Outcome and Impact Indicators

Objective	Outcome indicators (short-medium term)	Impact indicators (long-term)
Growth	PI1: Area wide traffic levels PI2: Public transport patronage PI 3: Journey time and speed variations PI 4: Mode share of public transport	PI 14: Nottingham economy GVA PI 15: Employment levels PI 16: Examples of inward investment
Carbon and Air Quality	PI 1: Area wide traffic levels PI 4: Mode share of public transport PI 5: Carbon emission levels from transport PI 6: Nitrogen dioxide levels within AQMA areas	PI 17: Reduced carbon emissions per head of population PI 6: Improvements to air quality
Accessibility	PI 7: Access to service and facilities PI 2: Public transport patronage PI 8: Satisfaction and perceptions of local transport PI 4: Mode share of public transport	PI 18: Reduced levels of worklessness PI 8: Greater accessibility to jobs and training Improved quality of life with increased resident satisfaction with local areas and improved wellbeing amongst citizens
Health	PI 9: Change in road casualty rates/severity PI 10: Overall cycling levels PI 11: Total network (kms) covered by 20mph limits PI 12: Adult physical activity levels PI 13: Percentage of adults overweight or obese	PI 19: Increase in life expectancy PI 20: Reduced health inequalities (between most affluent and most deprived wards)

Progress with the LSTF PIs from 2011/12 to 2013/14 against the baseline is provided as a summary in **Appendix A** to this report.

As requested as part of the meta-analysis, the methodology, source, frequency of collection and coverage of each PI is set out in **Appendix B**.

Sections 2 -5 set out progress with each PI and includes graphs displaying long-term trends. Tables with absolute numbers for each PI as requested for the meta-analysis is included in **Appendix C**.

2. Headline LSTF Objective 1: Growth

Objective 1: Growth: Increasing economic competitiveness and creating capacity for growth by bringing staff into the workplace using an integrated multi-modal sustainable transport network and attracting inward investment.
Headline target: Increase sustainable travel modal share by 10% from 2011/12 levels by 2014/15
Key activities relating to this theme: • ITSO multi-operator smartcard ticketing • Smartcard retail network • Network of Citycard Cycle Hubs providing secure cycle parking and cycle hire points across the urban area • Enhanced travel support programme for businesses • Personalised journey planning services, particularly for commuters and job seekers

2.1 Summary of 2013/14 achievements:

- The existing Kangaroo Citycard ticket has been developed into a **multi-operator season ticket** allowing individuals to travel on all operator local bus, tram or train services (and access the secure cycle hub facilities). The Kangaroo product allows cardholders unlimited travel on all bus, tram and local train services in the Kangaroo (urban) area via a 1 day or 1, 3, 6 or 12 month options available for adults and young people. In 2013/14 24,380 Kangaroo travel passes were sold (across all variants) and over 10 million trips made across Nottingham using a smartcard over the year, making a total of 47,817 Kangaroo tickets sold (all variants) since 2011.
- **Smartcard retail network** tendering was completed for a £1.5 million retail network consisting of a range of smartcard top up stations, ticket vending machines and pay points along NET tram platforms and validators available at key bus stops across the conurbation complete with upgraded online issuing/purchasing and top-up facility. 4 trial kiosks were installed with an implementation plan in place to roll out over 100 bus stop vending machines and over 100 payzone outlets in 2014/15.
- The **Public Transport Integration Board** was set up in 2013 with representation from the City Council, bus and tram operators within the Kangaroo area and chaired by Stephen Joseph, Chief Executive of the Campaign for Better Transport. The Board advises on the full range of public transport integration activities to coordinate, promote and provide a framework under which integrated public transport, particularly ticketing and information, can be improved to increase patronage. The Board has helped to shape delivery of the LSTF proposals.
- **Citycard Cycle hire scheme** was introduced in 2012 for commuters linking people to out of town business parks and employment sites. The scheme expanded in 2013/14 from the initial 20 hire bikes to a fleet of 400 cycles which can be hired from Nottingham, Bulwell and Hucknall rail stations, the Tourist Information Centre and Broadmarsh Bus Station. In 2013/14, 595 members signed up to the scheme and 9,431 hire days were recorded
- To complement the Citycard cycles, a network of secure 24 hour **Cycle Hub facilities** has been established at key transport interchanges. In 2013/14 three new Hubs were added to the network making a total of 11 sites operating across the urban area at Nottingham Rail Station, Broad Marsh Bus Station, Fletcher Gate car park, the Queens Drive and Colwick, Wilkinson Street and Phoenix Park & Ride sites, Bulwell and Hucknall rail stations and Victoria Bus Station and Victoria leisure centre. Registered Citycard users are able to use any of the free Cycle Hubs which provide undercover parking, lighting, CCTV and Citycard access control doors and lockers (at some locations). In 2013/14 the Cycle Hubs recorded a total usage of 37,716 which equates to over 3,000 people accessing the Hubs each month.
- The **Worksmart business support package** is being delivered by the Greater Nottingham Transport Partnership (GNTP) through a dedicated business liaison officer providing businesses with one to one specialist advice and support including travel surveys, bespoke advice and support, journey planning and information for employers and employees travelling across the conurbation. The GNTP

manage and run an annual calendar of planned business events and in 2013/14 over 3,800 businesses with over 16,900 employees were supported through 3 GNTP Business Forums, 14 business events and 56 small/medium sized events. 28 businesses were provided with bespoke online staff travel surveys through the Big Wheel Business Club.

- **Journey planning support for commuters and travellers** was coordinated East Midlands Trains, the City Council and associated partners as part of the Nottingham Station closure during six weeks in summer 2013. With over 550,000 customers affected over the period, a comprehensive customer information campaign was devised to include ambassadors providing extra assistance to passengers, 180-page route-colour-coded timetable, pocket maps and e-communications. In addition personalised journey planning advice has been provided to commuters, job seekers and residents through a range of services including the Big Wheel Business Club and events at employers, the Community Smarter Travel Hubs and Mobile Travel Centre.
- **Increasing third sector capacity -** In addition to providing direct support and advice to local job seekers, the Community Hubs model has helped to increase the capacity of the third sector organisations supporting Hub activities. This has created jobs within those organisations supported by volunteering roles for a number of individuals:
  - **37 individuals have gained employment in the sustainable travel sector** linked to the Hubs project – 16 of which were previously unemployed/at end of contract and 21 individuals are indirectly employed (14 of which are now new freelance cycle trainers)
  - A total **47 volunteers have become involved in the wider volunteer network**, 36 of which have become involved in volunteer placements or gained skills and training such as in social media, events planning, admin, information technology, bike recycling and cycle maintenance
  - **An additional 195 residents have successfully accessed free skills development and training** helping to improve their employability, ranging from training in cycle instruction, bike maintenance and bike projects.

2.2 Progress towards Outcomes

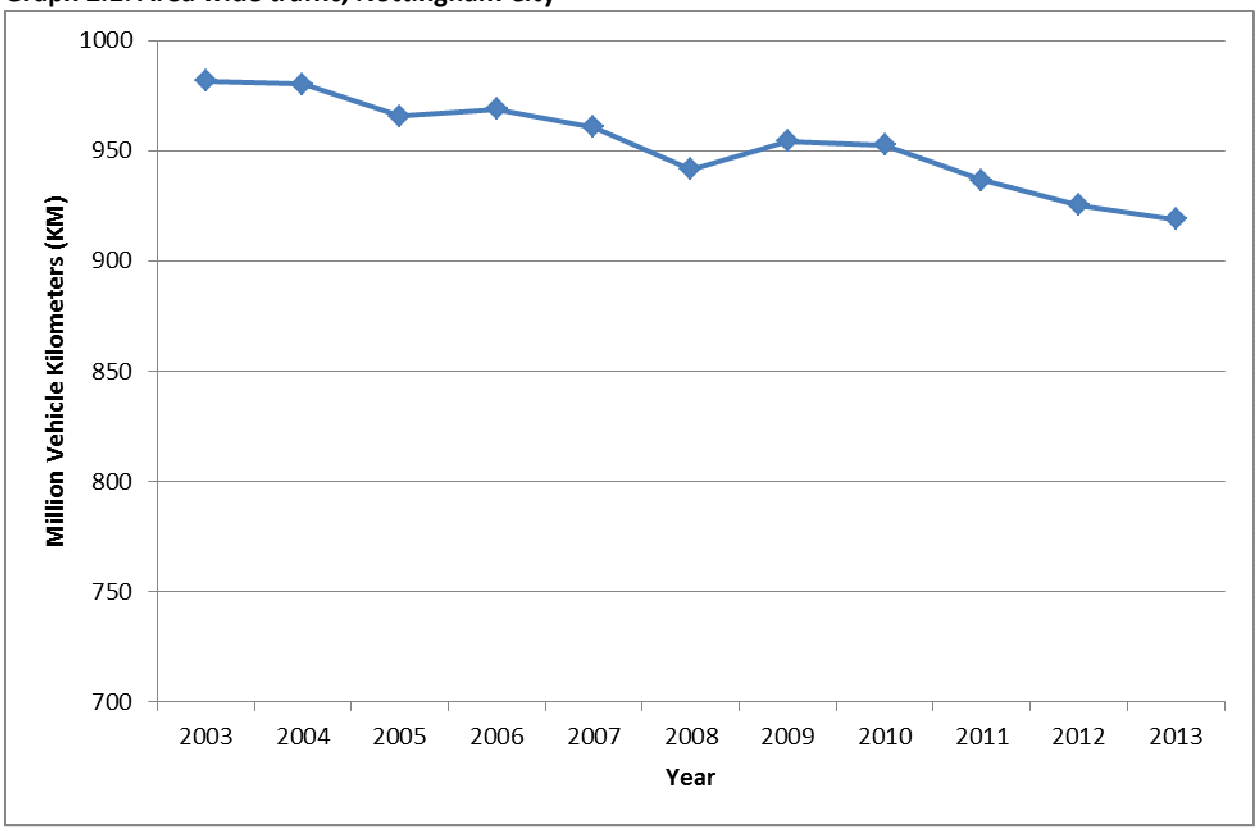
Traffic levels (PI 1)

The change in area wide traffic mileage is measured for local authority roads within the City Council's administrative boundary and also across the Greater Nottingham conurbation (excluding trunk roads). Figures have been provided since 2003 to show long terms trends in this data prior to LSTF investment.

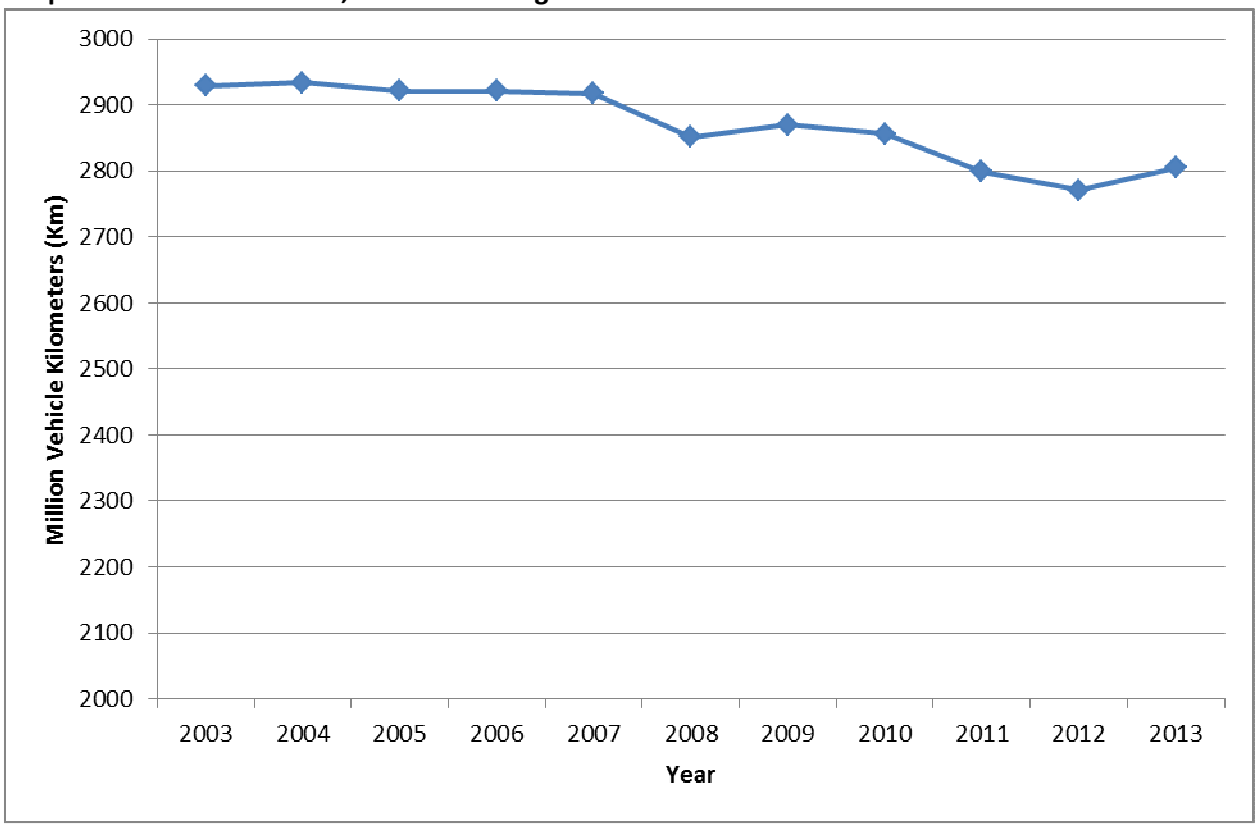
Over the last ten years there has been a steady decline in area wide traffic mileage across both the City and Greater Nottingham. For the City area, there has been a continued decline in traffic mileage over the past year from 925 million/km to 919 million/km in 2013/14.

For Greater Nottingham the trend has reversed in the past year, with an increase in traffic levels to 2,805 million/km in 2013/14 from 2,771 million/km the previous year. This however, is still an overall decline from the 2010 baseline of 1.7%. On average the figures show a decline in million/kilometres travelled possibly indicating a reduction in traffic on the roads.

Graph 2.1: Area wide traffic, Nottingham City



Graph 2.2: Area wide traffic, Greater Nottingham



Public transport patronage (PI 2)

There has been significant long term growth with the number of public transport journey taking place over the last decade due to bus priority measures, infrastructure provision information and enforcement activities. Data back to 2003/04 indicates that levels of public transport use have increased significantly across the conurbation, attributed to the opening of NET Line one in 2004, and the impact of concessionary passes on buses since 2008.

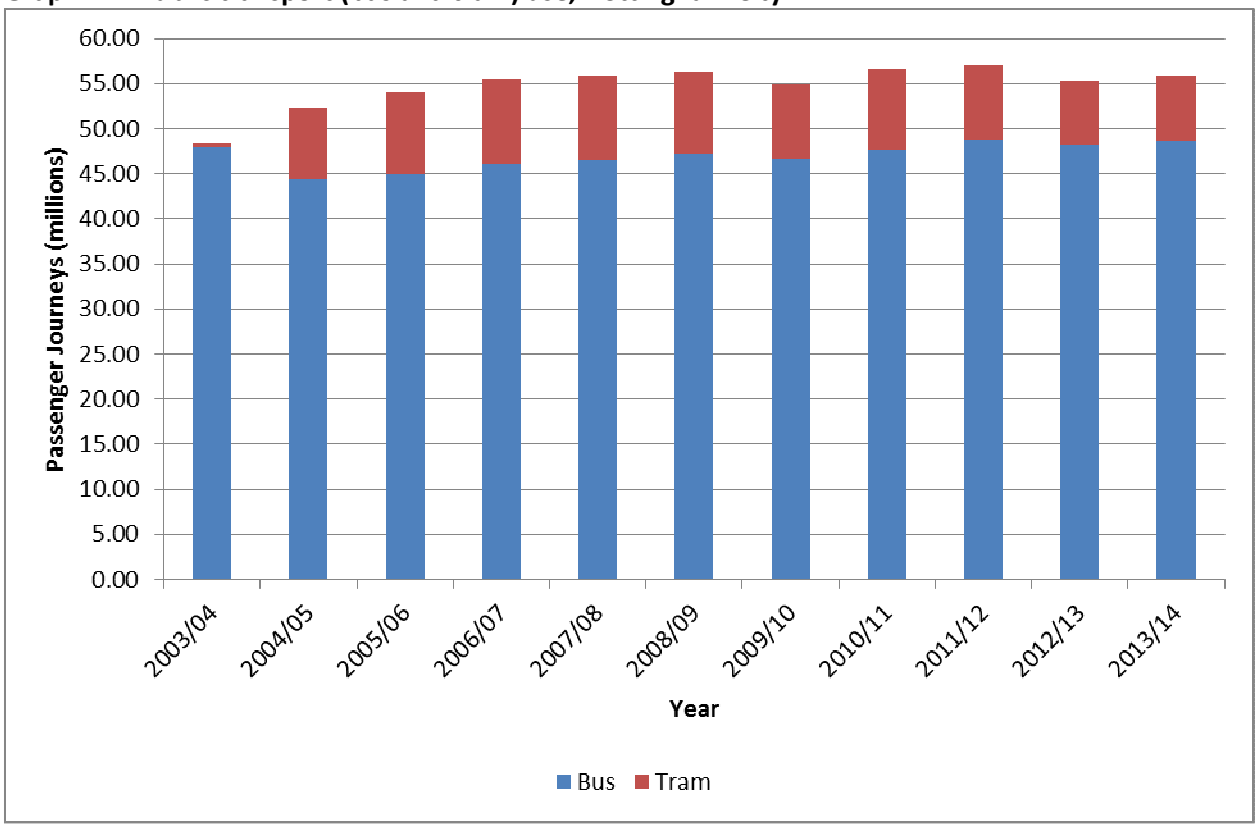
Since the impacts of these schemes, it is encouraging to see that across the Nottingham City Council authority area local bus and light rail patronage has increased by 1 million passengers on the 2009/10 baseline, further increasing public transport patronage. Within the City, the total number of passengers increased by 540,000 from 55.31 million (2012/13) to 55.85 million in 2013/14.

There has been an increase in patronage this year across Greater Nottingham to 74.95 million (2013/14) from last year of 74.13 million passengers, recovering the fall in passengers that had occurred between 2011/12 and 2012/13.

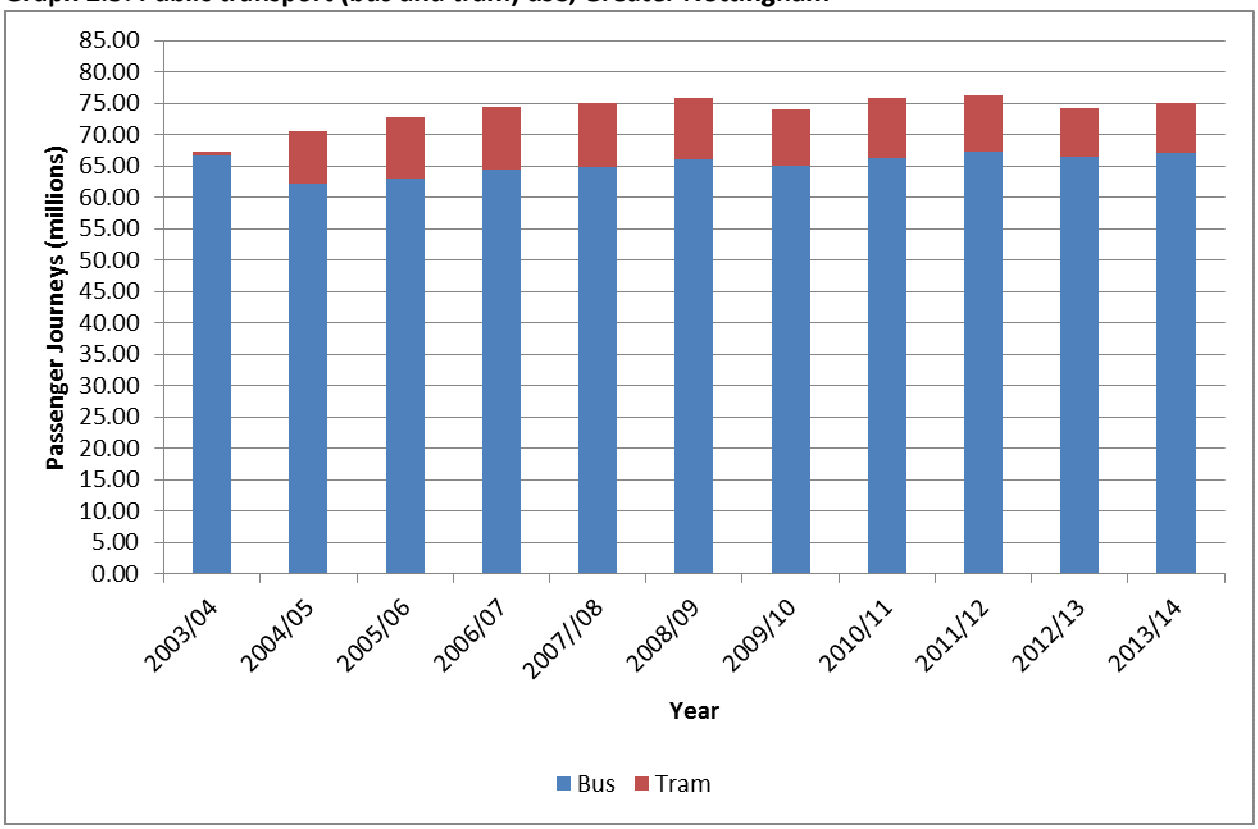
Both local tram and bus have seen an increase in passengers across Greater Nottingham, with the tram seeing an additional 120,000 passengers, and buses seeing an additional 700,000 passengers over the past year. Next year, with the opening of NET Phase 2, there is likely to be substantial changes in the number of tram passengers.

Bus usage figures from the DfT indicate a national decline in bus use, with a few exceptions of which Nottingham is one.

Graph 2.4: Public transport (bus and tram) use, Nottingham City



Graph 2.5: Public transport (bus and tram) use, Greater Nottingham



Milestones for the LSTF interventions which may account for the increase in increased bus use include:

- Kangaroo multi-operator season ticket launched: 19th December 2011
- Electric buses introduced on the Centrelink service (4 buses) September 2012
- North Community Smarter Travel Hub with coordinator delivering services from September 2012
- Mobile Travel Centre launched: 15th July 2013
- Electric buses introduced on 4 Locallink services (4 buses) in December 2012
- Central Community Smarter Travel Hub with coordinator delivering services November 2013
- South Community Smarter Travel Hub with coordinator delivering services November 2013
- Broxtowe Community Smarter Travel Hub with coordinator delivering services December 2013
- Gedling Community Smarter Travel Hub with coordinator delivering services December 2013
- Electric buses introduced on the Medilink (17 buses) June 2014

Congestion (PI 3)

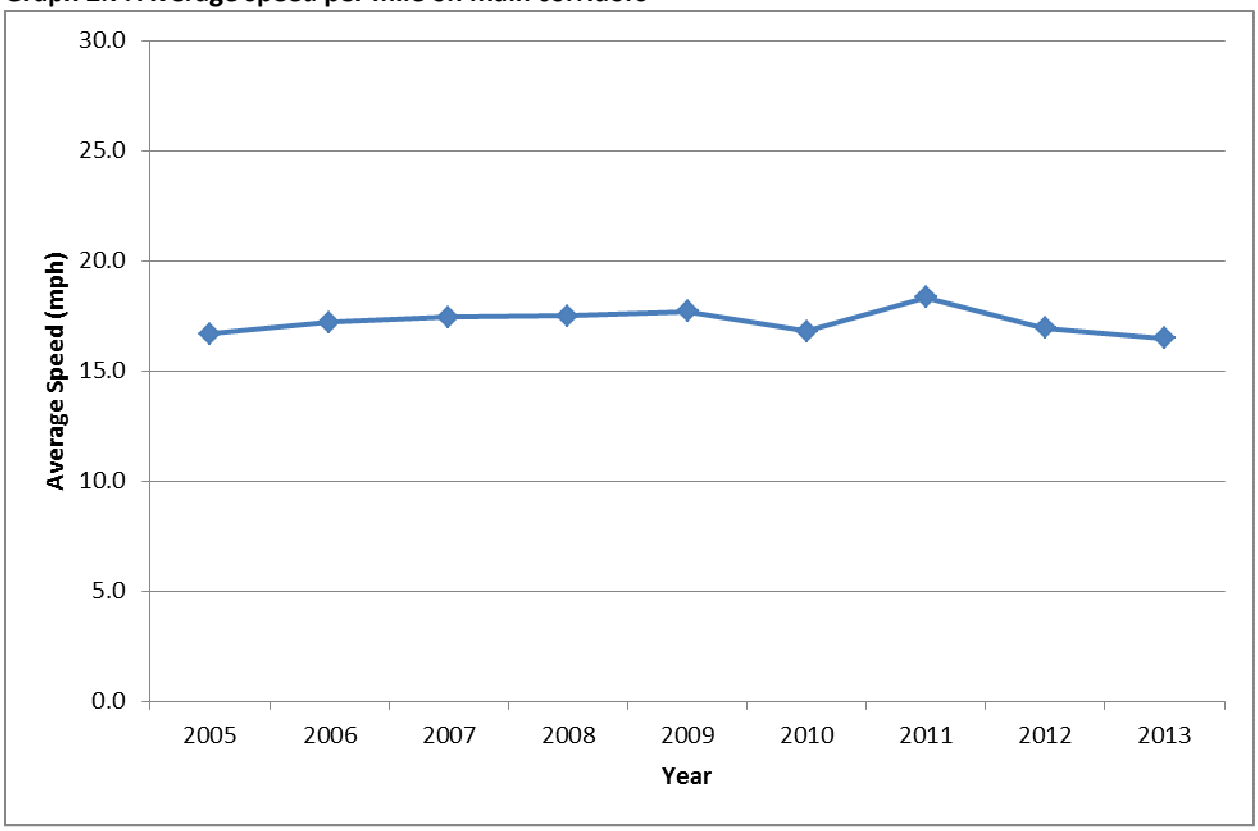
Nottingham already has a strong track record of containing congestion levels across the conurbation since 2005 through Local Transport Plan policy measures of travel demand management, encouraging sustainable transport use and smarter choices interventions. Limiting traffic growth remains a key priority to supporting economic growth.

A new method of monitoring collects journey times per mile (in minutes and seconds) and average speed (mph) data along the 18 main radial routes in Greater Nottingham and the along the Ring Road orbital route.

Over the past year journey times per mile have increased from 3.4 minutes per mile to 3.8 minutes per mile in 2013/14, slightly over the baseline in 2010/11 of 3.6 minutes a mile. This has led to a decrease in the average speed to 15.8mph in 2013/14 from the 2010/11 baseline of 16.6mph. This reversal from previous years can be attributed to the effect of the NET Phase 2 tram works, along with the Ring Road Major scheme has had during construction on the road network. It is expected to improve once construction has finished and both schemes are operational.

A plan for the main corridors monitored is included in **Appendix B**.

Graph 2.7: Average speed per mile on main corridors

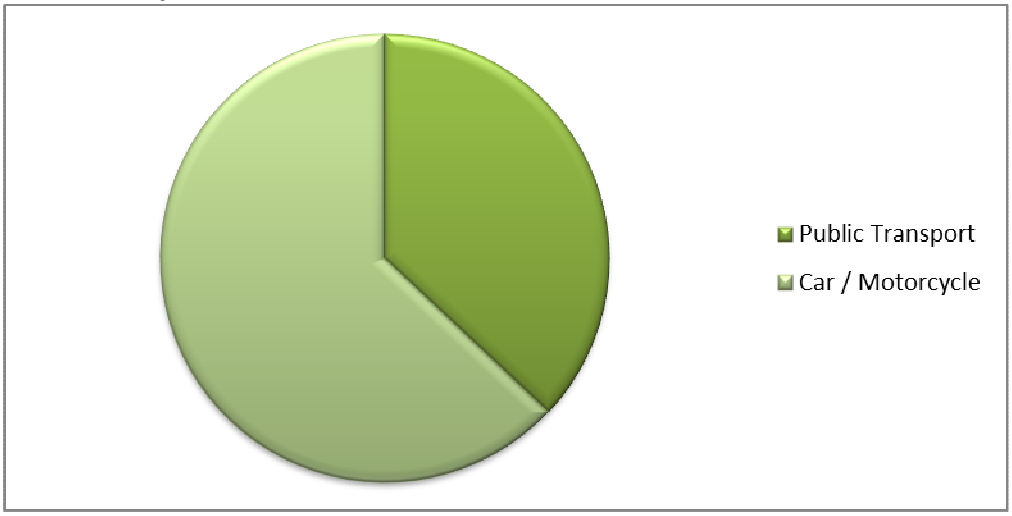


Mode share (PI 4)

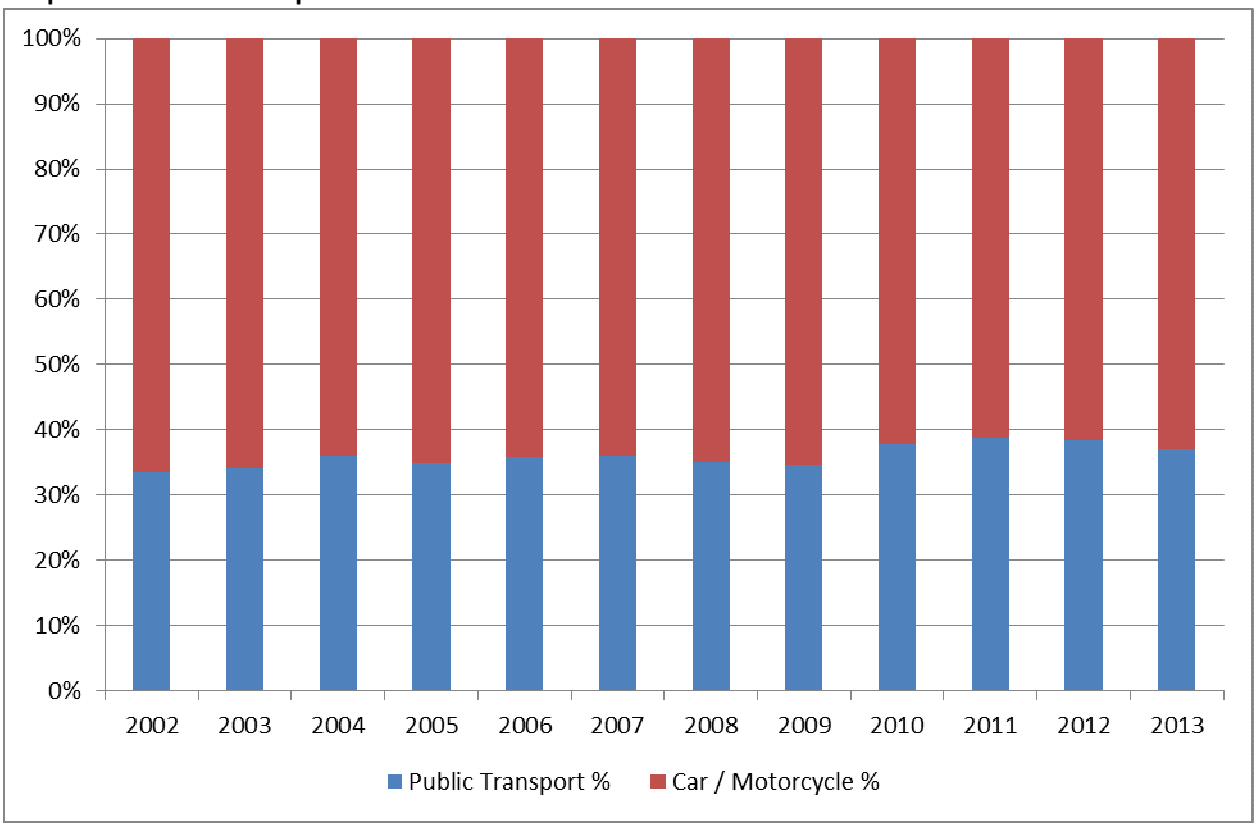
Nottingham benefits from a high base of public transport mode share due to high levels of public transport patronage taking place on the local bus and tram network. Of the 305,680 people living within Nottingham City Council's administrative area, 43.7% of households do not have access to a private vehicle demonstrating low levels of car ownership, with public transport journeys, walking and cycling being the norm for many residents. In April 2012, the country's first Workplace Parking Levy scheme was introduced affecting the commuting patterns of 40,000 car commuters travelling across the urban area and beyond into the city of Nottingham.

The Nottingham sustainable mode share indicator is calculated by overall car/motorcycle and public transport splits at the inner traffic area cordon. The baseline is taken from the year before LSTF interventions were introduced to give a true picture of casual effect. In 2010 public transport mode share was 37.9% and car/motorcycle 62.1%. Monitoring shows that mode share for public transport has fallen slightly on the baseline by 0.9% from 37.9% (2010/11) to 37% in 2013/14. This fall from previous years is due to the substantial works relating to NET Phase 2 and Ring Road Major schemes altering travel patterns across the city area. Once these schemes are completed, it is expected that mode share for public transport will increase.

Graph 2.9: Public transport mode share 2013



Graph 2.10: Public transport mode share 2002-2013



2.3 Impact indicators progress

Nottingham economy GVA (PI 14)

In order to assess changes in the local economy, the total Gross Value Added (GVA) is taken from the Office for National Statistics (ONS). Note that a estimate of GVA is provided each year, which is then revised the following year, this explains the year "lag" in data provided.

Table 2.1: Total GVA for City and Greater Nottingham (from ONS) in billions

	2010	2011	2012
City	7.768	7.852	8.258
Greater Nottingham	12.153	12.297	12.671

Employment levels (PI 15)

Employment levels are estimated by the Office of National Statistics (ONS) and at a local level, provide estimates as to local employment levels.

Table 2.2: Employment Levels (000s) for Greater Nottingham and City (from ONS)

	2010	2011	2012	2013
City	193,900	194,000	202,000	208,000
Greater Nottingham	307,100	303,300	314,300	319,300

Examples of inward investment (PI 16)

Examples of inward investment into Nottingham include the ASDA Home Delivery Centre which opened in 2012. As part of their relocation package the City Council worked with ASDA on travel planning support for its new employees. Over 500 Personal Journey Packs were created for new employees for the new ASDA Home Delivery Centre created near Bulwell in Nottingham. The packs helped support employees in their journeys to and from work. As part of the negotiations with ASDA bringing its first regional Home Shopping Centre to the City, transport issues were raised and the offer of personalised journey planning support and advice was provided through the LSTF programme. Within the packs over £20,000 worth of free kangaroo travel tickets were given to employees to promote the use of public transport. Alongside this, Nottingham City Council's Workplace Parking Levy funding provided £10,000 to fund the provision of new cycle parking shelters at the front of the store to support staff to adopt sustainable modes of travel to employment.

3. Headline LSTF Objective 2: Carbon and Air Quality

Objective 2: Carbon and Air Quality: Continuing the downward trend in carbon emissions from transport and adapting to climate change by making low carbon travel options a realistic and attractive choice and preparing for changing weather patterns.
Headline target: No increase in traffic levels contributing to a reduction in carbon emissions from transport by 10% over three years by 2014/15
Key activities relating to this theme: • Procurement of electric buses for link bus network • EV charging points installed for electric vehicles • Improvements to commuter cycle corridor network • Enhanced travel support programme for businesses (see Objective 1 for more detail) • Establish car club scheme

3.1 Summary of 2013/14 achievements:

- **Linkbus electrification:** In 2013/14 there were 28 fully electric buses in operation on the Centrelink, and 4 of the Locallink services. A further 32 vehicles are on order for delivery in 2014 and 2015. LSTF has part funded the electric fleet along with funding from for City Council's Workplace Parking Levy, the DfT's Green Bus Fund and the Nottingham LTP.
- **Cycle route infrastructure works** along the River Leen have continued during 2013/14 with 580 metres of off road cycle lanes being improved. A BMX track was also built in an under-used park in a deprived area of the city to encourage a wider interest in cycling amongst young people linking with wider investment into the park.
- In 2013/14, 51 new businesses in the LSTF area joined the national **ECO Stars fleet management and driver efficiency programme** bringing membership to a total of 58 organisations. These businesses have received support and bespoke onsite advice to help save money on their business travel and fleet costs and promotion of efficient driver training. Over 4,800 vehicles have been registered with the scheme and been provided with an efficiency rating. All registered vehicles are provided with a decal ratings sticker to promote eco driving within their company. In addition, safe and efficient driver training was provided to 72 drivers from two local businesses (Silverdale and Wastecycle). The businesses have a fleet size of 47 and 31 vehicles respectively. The average fuel saving at Wastecycle was approximately 13% which directly translates into carbon reduction and costs savings. This is estimated to be £55,000 costs and 134 tonnes of carbon emissions in 2013/14.
- A **Workplace Challenge** delivered by the Big Wheel in partnership with Sustrans to encourage commuters to adopt active travel behaviours took place for two months during the summer with over 1,000 individuals registering for the Challenge and collectively travelling 96,680 miles saving approximately 10,932kg of carbon emissions. The winners of the small, medium and large business categories were those recording the highest numbers of people who got involved in their workplace. The three winning businesses made 2,386 journeys, travelled 9,379 miles and saved 718kg of carbon emissions.
- LSTF has contributed to **Ucycle infrastructure Improvements** which have included a total of 136 cycle parking spaces have been installed across further education campuses, creating spaces for staff and students to park their bikes and encourage take up of active travel modes by reducing possible barriers.
- A procurement and tendering process was completed in early 2014 to set up a **Car Club** in Nottingham. The successful operator was identified as City Car Club currently operating in other core cities in the UK. The Car Club was officially launched in May 2014.

3.2 Progress towards Outcomes

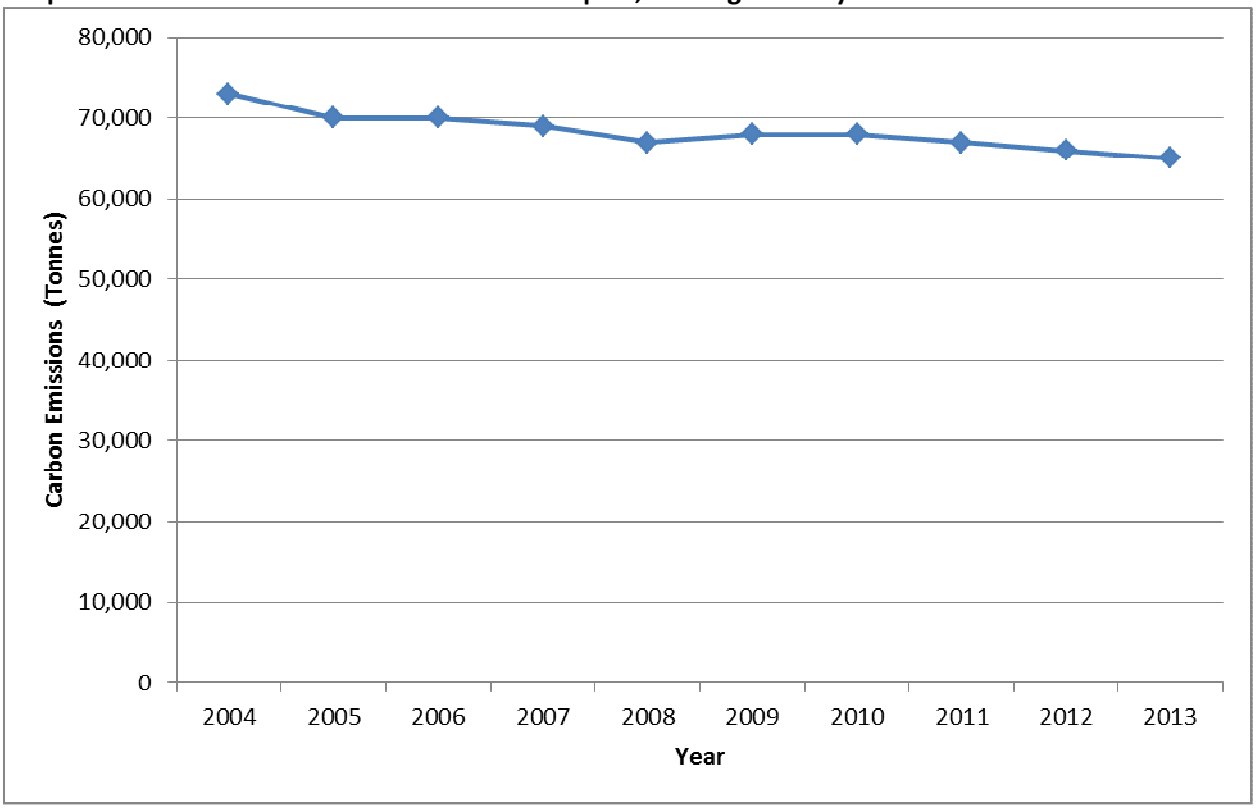
The performance indicators provided in Section 2.2 for area wide traffic levels (PI 1) and mode share of public transport (PI 4) both link to this theme of carbon reduction and improved air quality. A decrease in traffic levels will reduce the levels of carbon through running engines in standing traffic. An increase in the public transport mode share into the city centre will also provide a positive contribution to

reducing carbon levels, by encouraging modal shift as well as benefiting air quality through use of electric buses and the tram.

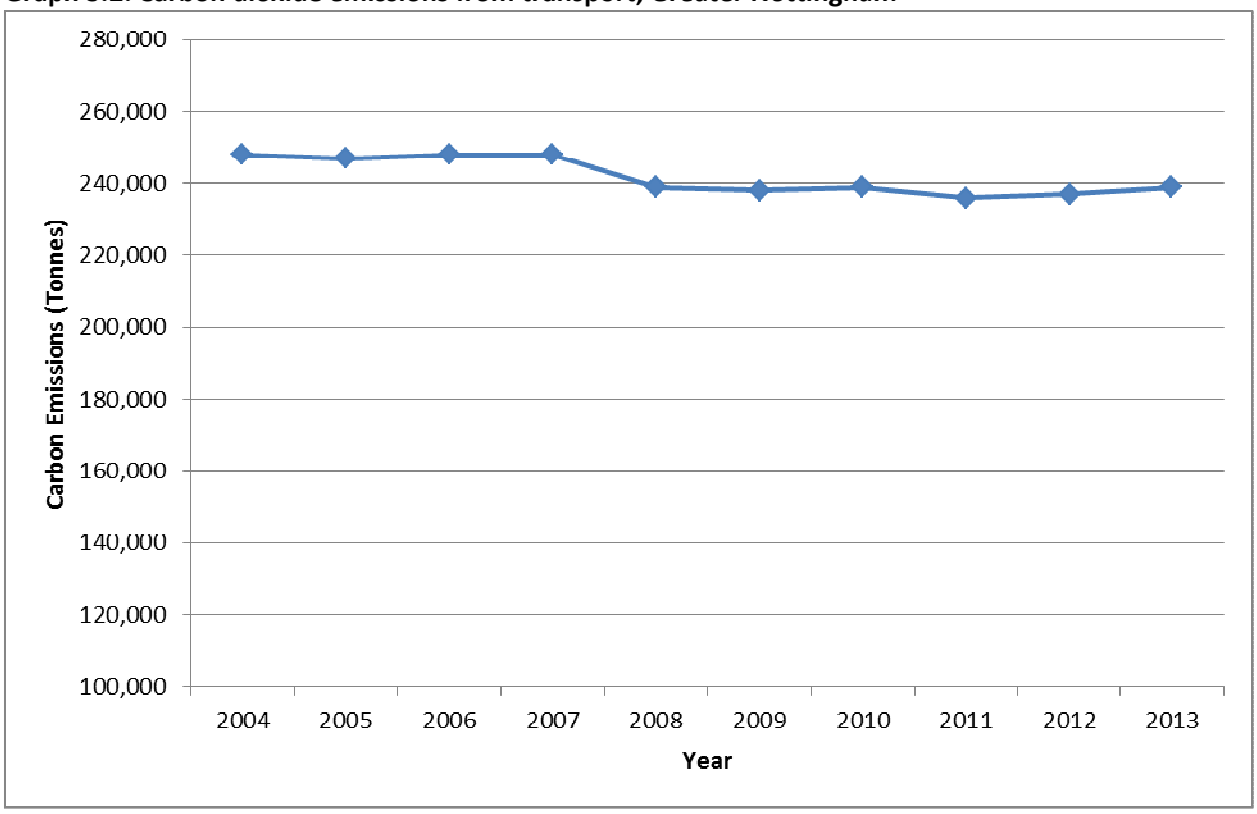
Carbon emissions from transport (PI 5)

Data back to 2004, indicates that there has been a long term decline in emissions over the past ten years. 2013/14 data shows the volume of carbon emissions (CO_2) for Greater Nottingham have fractionally increased in the past year, the City figure is still reporting a decrease. This change in carbon emissions is consistent with the increase in traffic levels surrounding Nottingham, and decrease in traffic levels within Nottingham which are being observed. According to national Government data (DECC), Nottingham has the lowest levels of carbon emissions from transport of all the Core Cities.

Graph 3.1: Carbon dioxide emissions from transport, Nottingham City



Graph 3.2: Carbon dioxide emissions from transport, Greater Nottingham



Nitrogen dioxide levels within Air Quality Management Areas (PI 6)

Nottingham has two designated Air Quality Management Areas (AQMAs) which are actively monitored for particulate pollution. Particulates over 40 micrograms per metre cubed are designated as AQMAs. One of these is located within the City centre, whilst the other is located at Dunkirk, close to the Queens Medical Centre.

Table 3.1: Air Quality rates in AQMAs (micrograms per metre cubed (ugm-3))

	2010	2011	2012	2013
City	43	42	42	44
Dunkirk	41	38	40	37

3.3 Impact indicators progress

Reduced carbon emissions per head of population (PI 17)

This is a calculation based on the total carbon emissions, as calculated by the Department for Energy and Climate Change (DECC), divided by the total population across the City. Data is available up to 2012 for Nottingham City Council and shows a decline in carbon emissions per head of population.

Table 3.2: Carbon emissions per head of population (tonnes of CO_2)

	2009	2010	2011	2012
City	1.3	1.2	1.2	1.1

4. Headline LSTF Objective 3: Accessibility

Objective 3: Accessibility: Linking people to jobs by reducing barriers to accessing services and opportunities, particularly in terms of affordability and low travel horizons.
Headline target: Increase in the number of people supported to employment and training by 2014/15
Key activities relating to this theme: • Enhanced smartcard travel support for low income groups including jobseekers and eligible school and college students • Community Smarter Travel Hubs network to commission local programmes of smarter travel events, activities and services including support for jobseekers, apprentices and learners • Services to support social inclusion through journey planning including personalised journey planning for jobseekers, Mobile Travel Centre and AccessAdvsr website • Network of Citycard Cycle Hubs providing secure cycle parking and cycle hire points across the urban area (see Objective 1 above for further details)

4.1 Summary of 2013/14 achievements:

- The Smartcard workstrand continues to support a **college and sixth form travel card** for eligible students with over 3,000 young people benefiting from the scheme each academic year. This offer, introduced in September 2011, provides free days of travel for eligible students previously in receipt of Educational Maintenance Allowance and those from low income backgrounds to help break down transport barriers to education and training. The scheme is jointly funded with the five participating further education establishments in Nottingham (New College Nottingham. Central College, Bilborough College, and Trinity and Access Training).
- It is important to note that the Kangaroo Citycard smartcard offer was expanded in 2013/14 with the introduction of a **Half-Price Job Seeker Trial** using DfT funding secured through the City Deal process. The offer was provided in conjunction with local employment agencies Job Centre Plus, Ingeus and A4E (in the case of long-term unemployed individuals) and part-subsidised by the operators. The offer enables recipients in receipt of Job Seekers Allowance who are unemployed for more than 13 weeks to access half price Kangaroo travel, costing the individual £2 instead of £4. Over 175,000 half-price tickets were issued to 5,400 Jobseeker Citycard holders. An independent evaluation of the project found that 17% of pass holders (850 people) have gone on to gain full or part-time employment. LSTF funding is being used in 2014/15 to continue the offer for a further year in partnership with local operators. Further data requested as part of the meta-data analysis is included in **Appendix D**.
- The first **Community Smarter Travel Hub** (TravelRight North) with a dedicated Neighbourhood Community Smarter Travel Coordinator to work with local communities to encourage the uptake of sustainable travel options launched in July 2012 in the north locality of the city. The Community Smarter Travel Hub network was expanded in 2013/14 with a further four Coordinators appointed in autumn 2013, two more within the city area covering the central and southern localities delivered by Sustrans and two within the wider urban area serving the urban parts of the Boroughs of Broxtowe and Gedling delivered by local cycle training charity Sustainable Travel Collective Ltd.
- Collectively through the five Hubs **approximately 289,000 people across the urban area have been exposed to information about Hub activities** and smarter travel options through press, online/social media, newsletters, household mailouts, and the Hubs have **directly engaged with 11,389 people** (held one to one conversations) at events community meetings, and activities.
- A programme of local **community based active travel events** has been established across the Hubs. The Coordinators, supported by a team of local trainees and volunteers, have been providing local job seekers, residents, low income groups and families with a broad range of services including:
  - Individual personalised route/journey planning solutions via travel surgeries, events and email/phone
  - Travel support packages for eligible individuals (Kangaroo travel/free cycle loans)
  - Free cycle skills and maintenance training, led rides and group activities

- Training and volunteering opportunities through diversionary activities such as bike recycling/maintenance, events planning, marketing, and walk and ride leader programmes to improve individuals' employability.

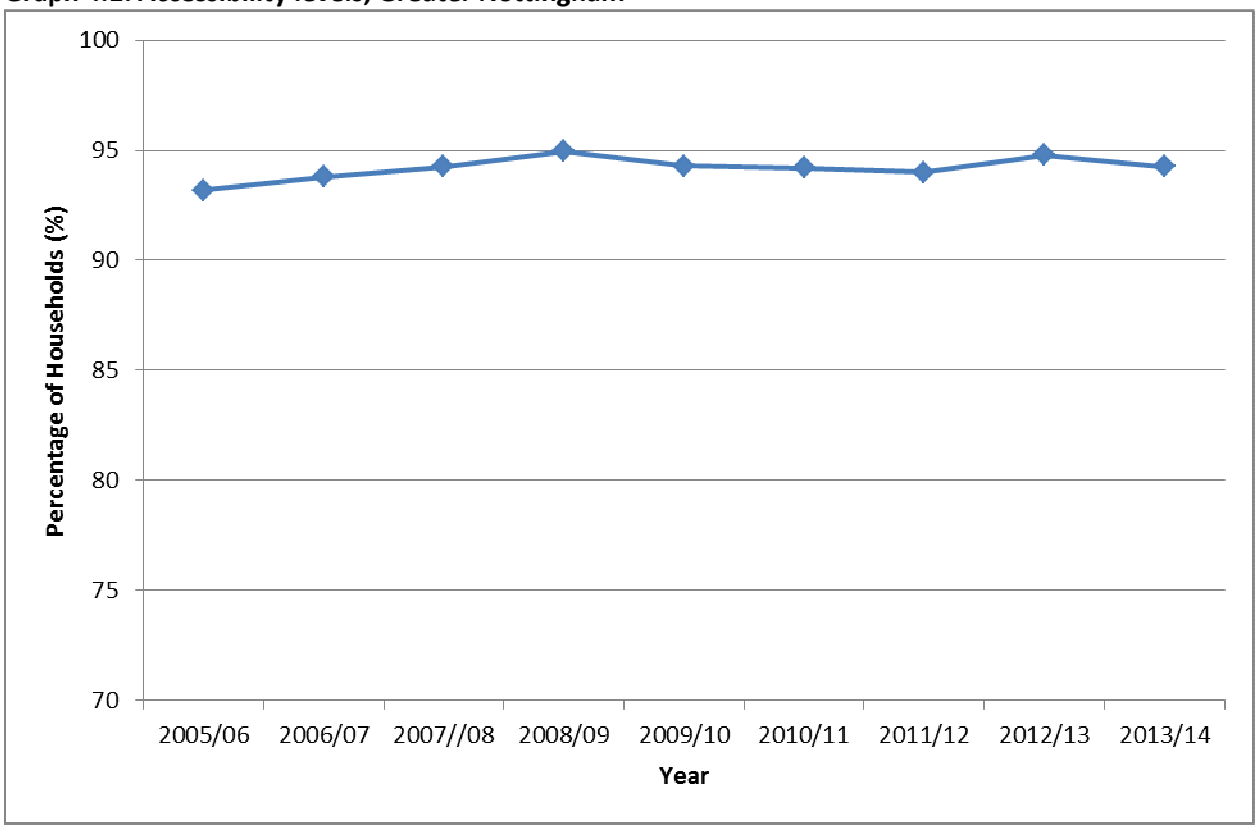
- The five Hubs have supported the Half Price Kangaroo travel offer available to City residents with **complementary local employment travel support offers** for residents in the urban area. This has involved working with the local employment agencies to provide free Kangaroo travel to recipients during the job search/new starts for up to one month. Alternatively, recipients can opt for free Citycard cycle loans provided with free complementary cycle training, confidence building skills and bike accessories. Additional data requests on the Community Hubs access to employment is provided in **Appendix E**.
- In 2013/14 **952 jobseekers** have received individual support and tailored travel advice through the Hubs to help them access work and training with 225 benefiting from the travel support package for new starters, apprentices and learners.
- **Journey planning support** has also been provided through the five **Community Smarter Travel Hubs** with a further 663 individuals accessing personal travel information via email, phone, online journey planning tools and community surgeries in 2013/14
- All five Hubs have carried out baseline surveys to identify the initial levels of sustainable travel behaviour and perceived barriers to behaviour change. These surveys have directed the local community led programmes. To date there is only follow-up survey data for the longest established Hub, TravelRight North, which shows an encouraging increase in walking and cycling activity amongst respondents since 2012: The number of people walking and cycling as their usual mode of travel increased from 27% to 39% with corresponding decrease in car travel from 33% to 19% since the project began. (Source: LSTF 13/14 Annual Monitoring Report).
- The **Mobile Travel Centre "Infobus"** was launched in July 2013 visiting key areas across Nottingham providing travel information and services that were previously only available at the Broadmarsh Travel Centre. To date over 4,400 residents have accessed services from the Mobile Travel Centre and 1,035 people have received personal journey planning support, 1,408 Citycard's (including concessions) have been issued/renewed and 258 electric mobility scooters were also hired across the city allowing people to get around and about much more easily.
- **AccessAdvisr** launched in Nottingham in June 2013 providing an interactive website providing ease-of-access information in a map based style for residents and visitors with mobility needs. Access Advisr is one of three projects operating in the UK (Nottingham, Lowestoft, Milton Keynes). To date over 700 visits have been made to the website by people with Internet Protocol (IP) addresses located in Nottingham. The Access Advisr team have engaged with over 100 local disabled peoples' interest organisations and groups and launched Community Pages providing Nottingham residents and visitors with information regarding what's on locally. The tool also features a smartphone app offering the same functions.

4.2 Progress towards Outcomes

Accessibility to a town centre and key services (PI 7)

Access by public transport to all services (hospitals, GP surgeries, supermarkets, major retail centres and schools/universities) is extremely high. Figures back to 2005/06 have shown an increase, before stabilising at around 94% since 2008/09. Accessibility in the past year has fallen back slightly from previous figures, decreasing by 0.5%, possibly due to the large amount of investment works occurring in the city impacting on transport times for public transport users. Accessibility however, still remains higher than the original baseline.

Graph 4.1: Accessibility levels, Greater Nottingham



Satisfaction and perceptions of local transport (PI 8)

This data is from the annual Citizens Survey undertaken by Nottingham City Council. A percentage is taken from the sample survey of Nottingham residents regarding how satisfied individuals are with their local neighbourhood. Data is available back to 2010.

Table 4.1: Percentage of residents satisfied with local neighbourhoods

	2010	2011	2012	2013
City	81%	85%	84%	88%

Worklessness Rates (PI18)

Data back to 2000 indicates that worklessness rates have historically been decreasing, before stagnating during the economic recession. Since 2012 however, data is showing a potential return to the previous trend of declining worklessness rates, although further data is required to confirm continuation of this trend. In 2013 the numbers of people claiming Job Seekers Allowance was 33,465 people in the City and 59, 215 people across Greater Nottingham. Both figures for the City and for Greater Nottingham follow a similar trend.

Table 4.4: Worklessness Rates, Nottingham City

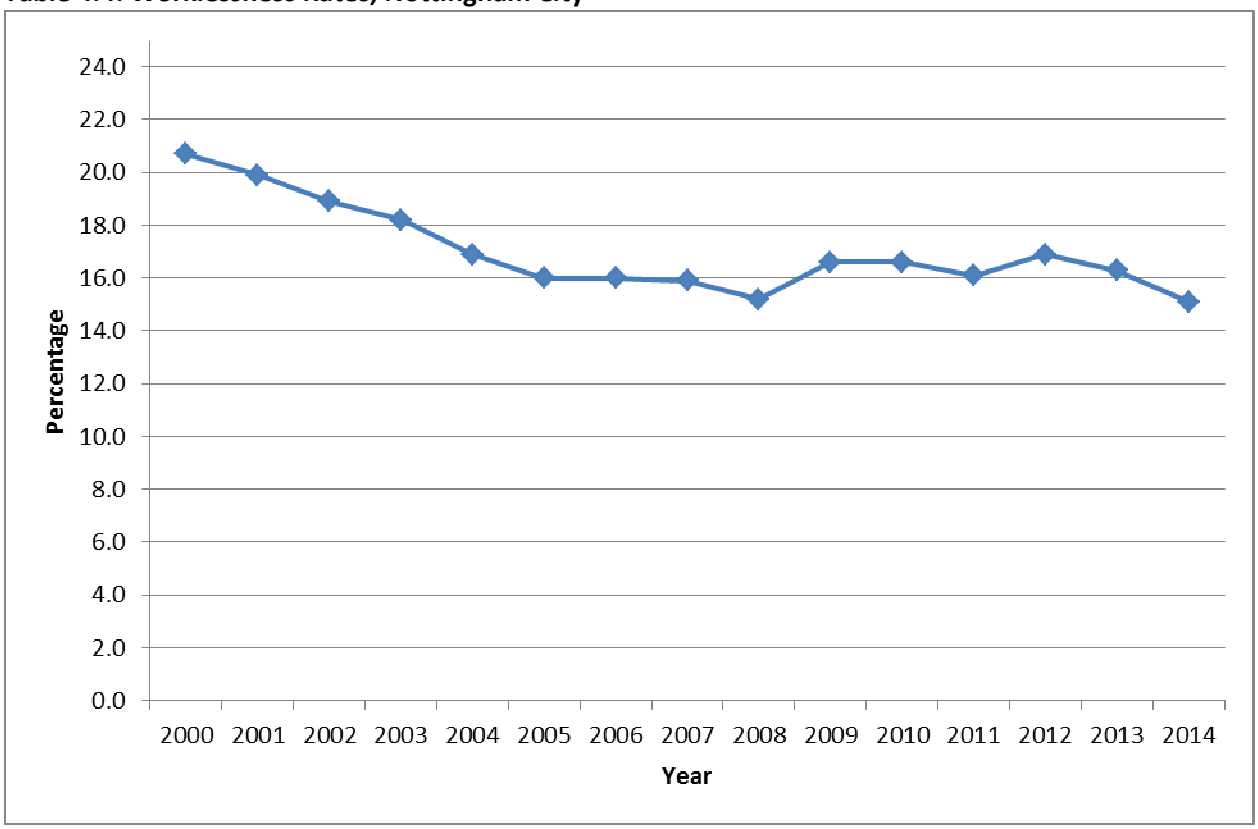
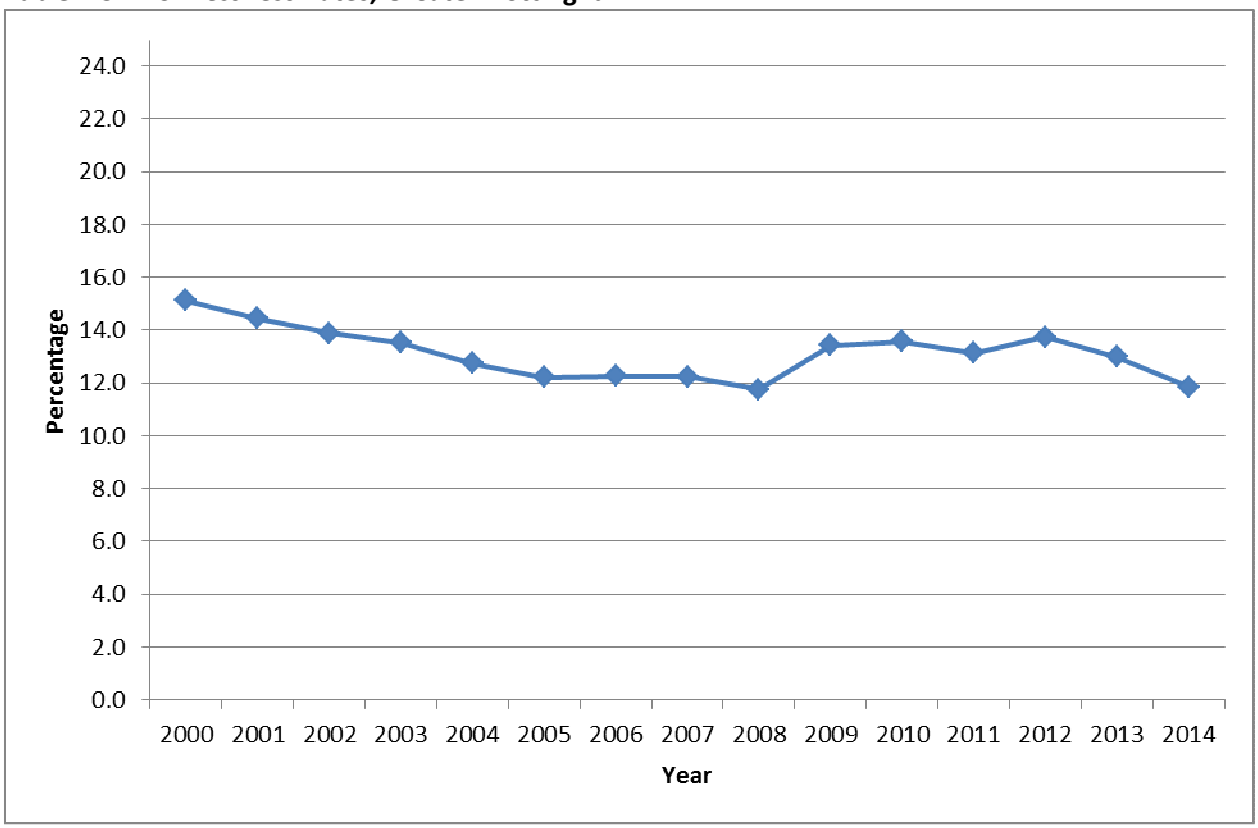


Table 4.5: Worklessness Rates, Greater Nottingham



4.3 Impact indicators progress

The impact indicator for worklessness rates utilises the same indicator as reported above for PI18. There are also links to accessibility and levels of satisfaction with the local neighbourhood, which are also reported above in section 4.2.

5. Headline LSTF Objective: Health

Objective 4: Health: Creating the social, cultural and physical environment to support active travel options and reduce transport impacts.
Headline target: Double levels of cycling in key intervention areas from baseline levels by 2014/15
Key activities relating to this theme: • Ucycle programme in universities and colleges including cycle loan scheme • Cycle promotion and cycle skills, training and maintenance activities through schools, community and All Ability Cycling projects • Active travel marketing and events including high profile active travel events calendar • 20 mph limits programme to cover all residential roads in the City area • Small-scale walking and cycling network improvements

5.1 Summary of 2013/14 achievements:

Promoting cycling in the education sector:

- The Ucycle active travel partnership has been running at the two universities in Nottingham and the Nottingham Universities Hospitals Trust since 2009. In 2011 LSTF enabled the expansion of the scheme across the campuses of 3 further education colleges in the urban area. **The Ucycle project** has engaged with over 7,000 members of staff and students across the participating organisations (University of Nottingham, Trent University, Nottingham Universities Hospitals Trust, Central College Nottingham, Bilborough College and New College Nottingham). During 2013/14, 425 Ucycle bikes were loaned to staff and students across the University campuses.
- LSTF has contributed to **Ucycle infrastructure Improvements** which have included a total of 136 cycle parking spaces have been installed across further education campuses, creating spaces for staff and students to park their bikes and encourage take up of active travel modes by reducing possible barriers.
- A **Sustrans BikeIT officer** began work within the Nottingham City Council's Road Safety team to promote BikeIT within secondary schools. To date the officer has worked with 6 secondary schools and 1 primary school over 3,000 pupils and 90 teaching staff through assemblies and directly engaging with 900 pupils and 50 teaching staff and parents through activities and events including cycle training.
- The **Lifecycle project** is designed to improve access to cycle training in primary schools by getting pupils involved in cycling activities from Year 1 upwards and enabling pupils to take part without the need to have their own bike. The scheme is operated by the City Council's Road Safety team in conjunction with RideWise (for Bikeability level two specifically). The scheme was delivered in 29 primary schools during 2013/14 delivering training to a total of 425 pupils of which 75 went on to progress to two wheel cycling without stabilisers. Out of the 29 schools who took part in lifecycle training, 14 have continued on to take part in Bikeability.
- **Bikeability** has been delivered in 18 schools with a further 11 booked in for the remainder of the academic year which equates to 40% of Nottingham Primary schools. 312 pupils have taken part in training since April 2013.

Community active travel promotions:

- Sustrans and GNTP in conjunction with the City Council supported an annual programme of **31 active travel events** during 2013/14 including the Milk Race, Cycle Live Weekend and Light Night events, along with smaller scale active travel events. Collective attendance at the events was over 35,000 attendees, of which 2,477 were actively engaged in meaningful conversations around travel behaviour change and support.
- The flagship of the active travel calendar, **Cycle Live,** entered into its second year with the 2013 summer event. The weekend long cycle events, races and activities saw participation from 5,066 people cyclists with a total of over 9,100 attendees, supported by a workforce of 360 people and

258 volunteers. The marketing reach of the weekend was £8.5 million with an estimated economic impact of £214,000.

- Improved **journey planning information for events** was provided from June 2013 with the creation of an online journey plan for those attending high profile flagship events across the city. Following on from the first pack of information for the Milk Race 2013, a further 14 event packs have been created over the year and published on the City Council's website for attendees to use in planning their route. The planners include information on all aspects of travel including: cycle hire, train usage, tram and bus services alongside car park and ride services. Data shows that over 2,000 people viewed the Light Night 2014 web page.
- **The Community Smarter Travel Hubs** offer a wide range of walking and cycling services to engage the local community in active travel. In 2013/14:
    - 575 adults received cycle training
    - 236 people took part in led rides
    - 638 people received bike maintenance services or skills training
    - 144 people received a recycled bike
    - 2,125* adults took part in led walks *(includes promotion of existing programmes)*
- 7 new **Cycle Centres** have been set up in Nottingham, Broxtowe and Gedling run by the Community Smarter Travel Hubs providing weekly sessions offering expert tuition, free hire bikes, family friendly training, led bike rides and cycling advice and information making a total of 8 Cycle Centres in operation in 2013/14 with 3 further locations ready for launch in summer 2014/15.
- The **Cycling for All** programme of free monthly Sunday events provided by Sustainable Travel Collective Ltd in conjunction with the City Council's public transport team ran from March – October 2013. A total of 9 events were held at the Queens Drive Park and Ride site with 428 individuals attending and receiving advice and information. 250 individuals were also provided with free cycle training and 142 cycles were checked by Dr Bike.

20mph limits across Nottingham City:

- Following extensive consultation, the city's first **20mph limits scheme** covering all residential roads within the Sherwood area was introduced in April 2013. Three more schemes in Bestwood, Bulwell and Bramcote Lane areas were implemented in 2013/14 and consultation completed for a further 3 areas: Lenton and Radford, Wilford, Meadows and Clifton. More than 90,000 residents have been engaged since the programme launched.
- Monitoring undertaken 1 year after implementation of the Sherwood scheme shows a number of encouraging results. However it is very difficult to identify any clear, statistically significant causality after such a relatively short period of time (12 months). However the key points to note are:
    - **Speeds:** Average speeds on 20mph roads surveyed reduced to 21.1mph. Over 1mph average reduction in vehicle speeds across 20mph roads in Sherwood compared to a 0.1mph increase in mean speeds at control sites. Over 3.5mph reduction in 85th percentile speeds showing a reduction in the higher speeds within the area compared to a 1.7mph reduction in 85th percentile speeds at control sites.
    - **Sustainable Transport:** 16.8% increase in journeys by walking or cycling compared to an 11.1% increase across control sites.
    - **Collision and Casualty Data:** A small reduction in casualties of 1.4 per year compared to the average for the five preceding years. There has been a slight reduction in the severity of accidents with no serious injury accidents recorded. This can be compared to an increase in accidents across the whole of Nottingham when compared to the average across the previous five years of data.
- Whilst any link between the introduction of the Sherwood 20mph speed limit and changes in speed and flow and sustainable transport use would be difficult to determine at such an early stage, the results as recorded are encouraging. Further monitoring will help to establish whether any changes or trends are permanent and whether they continue or not, as will monitoring of the 20mph Bulwell, Bestwood and Bramcote Lane schemes. In addition to works within other areas, a strategy of encouraging the establishment of Community Road Safety groups in all areas – regardless of speed limit – may also help to reduce high end speeds.

- Speed-watch groups have been developed in Bulwell to support the 20mph programme in partnership with Nottinghamshire Police. Here volunteers are recruited to support the enforcement of the speed limits by reporting vehicles exceeding the limit to local Police. Currently 4 volunteers are involved in the scheme.

Safer walking and cycling infrastructure:

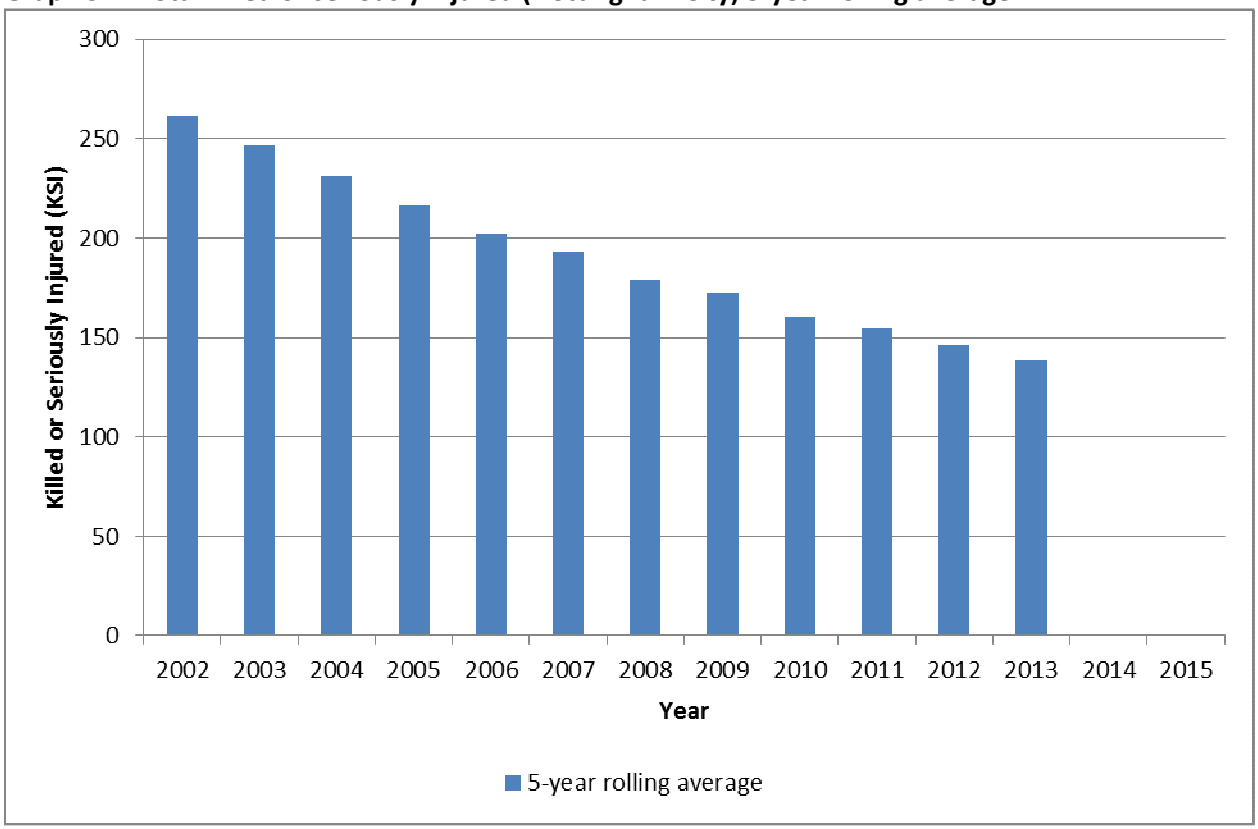
- **Safer Routes to School improvements** have helped increase safety surrounding a local school area through the introduction of a new cycle path from a rear entrance of the school through to their existing cycle storage area at Fernwood Secondary School in Wollaton. The project has also installed Billy and Belinda bollards on an existing build-out again to stop illegal parking and to enable pedestrians to make safer use of an existing zebra crossing.
- Consultation for **Integrated road safety improvements along Beckhampton Road to** improve access to and from Robin Hood Primary and Beckhampton Primary schools, nurseries in the area, an adventure playground and three neighbourhood shopping centres commenced in 2013/14.
- Improvements to walking and cycling links from **Ruddington Lane to Farnborough Road** (linked to the NET Phase Two tram expansion programme) began in February 2014. The infrastructure works are scheduled for completion by March 2015 coinciding with the two new tram lines becoming operational.
- **Cycle route works** along the River Leen have continued during 2013/14 with 580 metres of off road cycle lanes being improved. A BMX track was also built in an under-used park in a deprived area of the city to encourage a wider interest in cycling amongst young people linking with wider investment into the park.

5.2 Progress towards Outcomes

Road safety (PI 9)

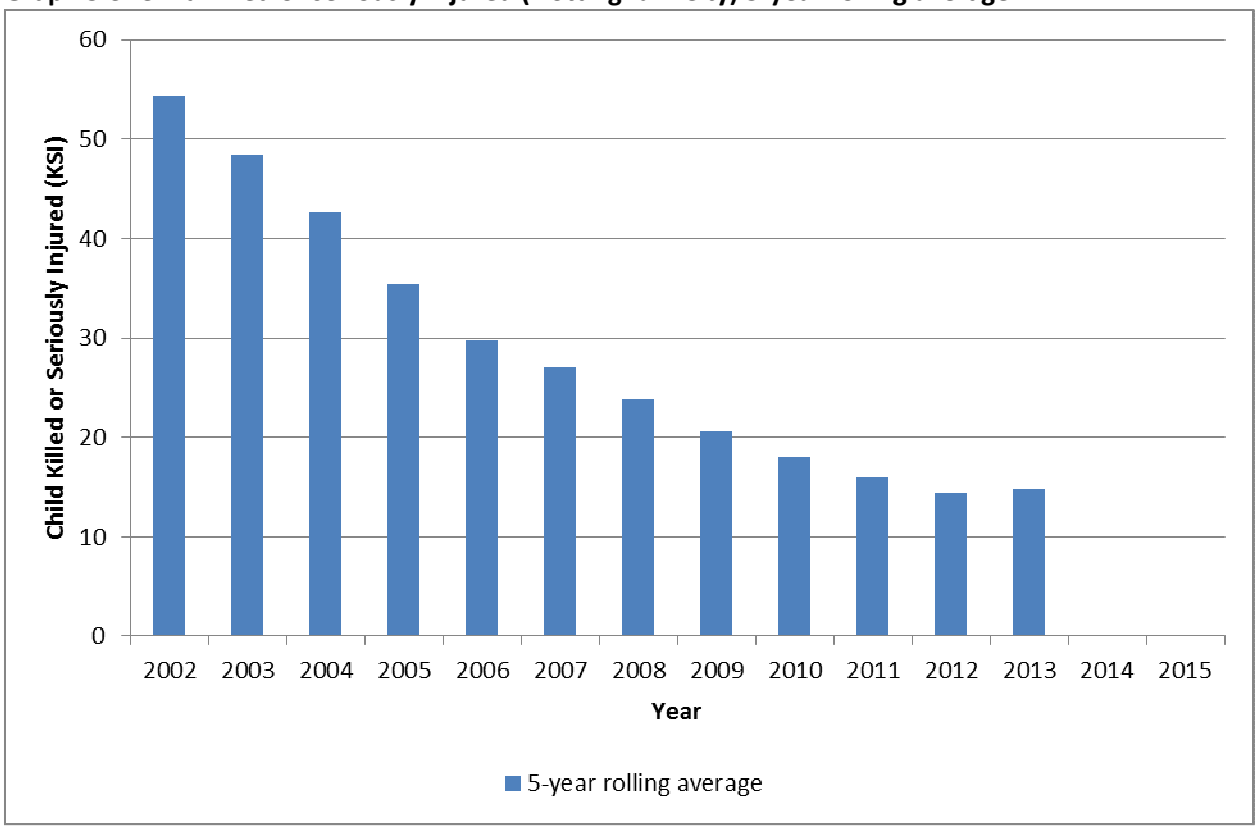
Nottingham has had a successful track record in reducing the total number of killed and seriously injured (KSI) casualties over the last decade. The KSI data is reflecting in accordance to a five year rolling average. There has been a 20% reduction in total KSIs in 2013/14 (to 138) against the baseline (2005 - 2009 average) of 173. The annual downward trend is encouraging.

Graph 5.1: Total killed or seriously injured (Nottingham City) 5-year rolling average



Total children killed or seriously injured has seen a slight increase in the total figure, rising slightly to 14.8 in 2013, from 14.4 in the previous year. This is still however, lower than the 2005-2009 (rolling average) baseline figure of 26 KSIs.

Graph 5.3: Child killed or seriously injured (Nottingham City) 5-year rolling average



The total slight injuries have seen a fall from 1,174 in 2012 to 1,056 in 2013 and represent a 4.8% decrease from the baseline figure of 1,109 total injuries. Each of these baseline figures are made up of averages taken over the previous five years.

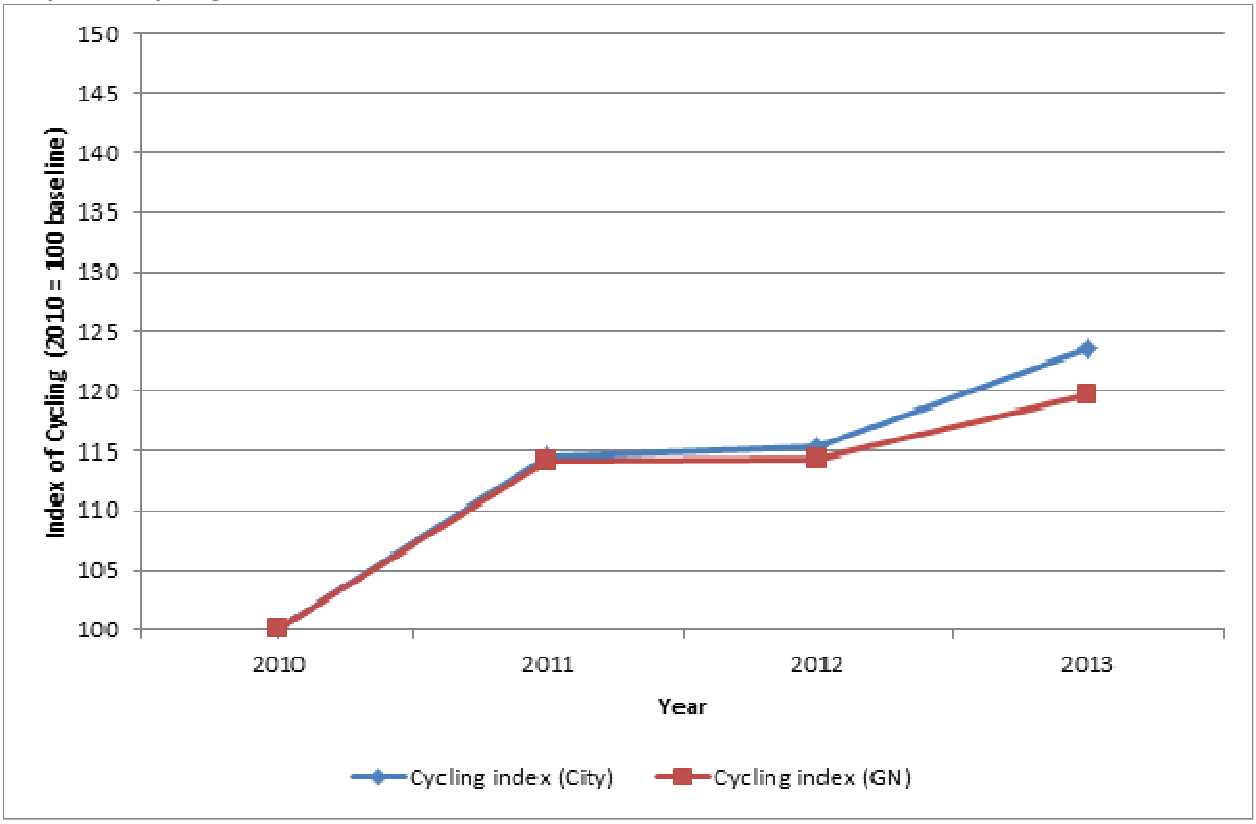
Overall cycling levels (PI 10)

An index of cycling has been calculated since 2010 to provide a overview of the trend in cycling across both the City and conurbation. Data is collected from Automatic Cycle Counters on a monthly basis and is used to work out the percentage change from the original 2010 baseline. Alterations to the cycle counters at some locations mean that total flows recorded vary, hence the calculation of an index which provides a consistent calculation.

After only a small growth of 1% between 2011 and 2012, the total level of cycle use has within the City seen an 8.2% increase from 2011. In 2013, there was a 23.6% increase in the cycling levels since the 2010 baseline figure. The Greater Nottingham figures have also increased, but at a much slower rate than the City, with a 5.3% increase in cycling from the previous year.

This is indicating that the trend for cycling is increasing within Nottingham, similar to other urban areas across the country. Further analysis indicates that growth has taken place on main cycling corridors running into the city centre, which explains the slight diverging of figures between the City and Greater Nottingham.

Graph 5.5: Cycling Levels



Total network (kms) covered by 20mph limits (PI 11)

The City Council began to roll-out 20mph limit areas across all residential roads in the City in April 2012. These schemes have the aim of reducing traffic speed and improving road safety. This rollout began in 2012 with the first neighbourhood of Sherwood. A further 3 areas were completed in 2013/14 (Bestwood, Bilborough, Bramcote) and another 6 are in the process of being implemented by March 2015.

In addition to the project level evaluation data (Sherwood information included in section 5.1), the total km of roads covered by a 20mph speed limit was selected. Since introduction, 58km of local residential roads are covered by 20mph speeds – an increase of 43km since the first scheme was introduced in 2012.

Table 5.1: Total KM of roads with 20mph speed limits

	2010	2011	2012	2013
City	0km	0km	14.4km	57.9km

Adult physical activity levels (PI 12)

Data is collected from the active people survey. It should be noted that for Nottingham, it is recognised that the data used for collection of this data is has a very small sample size, and therefore should be treated with caution regarding total levels of activity levels across the conurbation.

Table 5.2: Percentage of individuals undertaking 3x30mins physical activity per week

	2010	2011	2012	2013	2014
City	21%	32%	22.9%	25.5%	24.9%

Percentage of adults overweight or obese (PI 13)

This data is from the annual Citizens Survey undertaken by Nottingham City Council/NHS.

Table 5.3: Percentage of adults classed as overweight or obese

	2007	2011	2012	2013
City	60%	452%	45.7%	45.1%

5.3 Impact indicators progress

Increase in life expectancy (PI 19)

The measure chosen is the difference of life expectancy between Males and Females across the city. Data is available back to the baseline of 2010, and has seen a slight narrowing of the gap between male and female. Note however, that this measure is likely to be affected over the longer term, and not impacted by short term interventions.

Data is derived from the Public Health Outcomes Framework/Joint Strategic Needs Assessment (JSNA).

Table 5.4: Difference in live expectancy between Males and Females

	2010	2011	2012
City	10 years	10 years	9.2 years

Reduced health inequalities (PI 20)

This indicator shows the mortality rate from Circulatory diseases per 100,000 population for all ages under 75.

Data is derived from the Public Health Outcomes Framework/Joint Strategic Needs Assessment (JSNA).

Table 5.5: Mortality rate per 100k for Circulatory diseases

	2010/11	2011/12	2012/13	2013/14
City	97.45	95.8	83.6	111.8

6. Communications and marketing

The LSTF programme is primarily a behaviour change programme so the way smarter travel messages are communicated and services are promoted to local businesses and citizens is fundamental to the programme's overall success. Surveys and consultations of the business community and local people are being used to drive priorities and to identify which groups are likely to be receptive to specific measures and inform how interventions can be packaged to influence citizens and deliver the optimum travel behaviour change.

This analysis has highlighted the importance of developing the use of social media approaches through internet, email. SMS text and mobile phone alongside with more traditional approaches though face to face contacts and local media. An effective and targeted communications strategy which applies these social and other marketing approaches is an essential element of the LSTF programme delivery.

By 2013/14 the following communications and marketing activities have been achieved:

- **A social media strategy** has been developed including the creation of a new Transport Nottingham based Twitter and Facebook account to facilitate communications of transport schemes and initiatives, including LSTF activities. Following the launch of the **new Transport Nottingham Twitter and Facebook accounts in July 2013 there are** 959 followers on Twitter and 202 Likes on Facebook and a total of 334 posts have been made on the Facebook account and 915 made on Twitter. A detailed social media planner regulates the posts and sends out 1 message per day. 867 retweets/likes have been received helping to push out our messages to further networks reaching more people: to date the largest amount of Twitter users seeing our messages through retweets alone is over 32k.
- The LSTF programme is playing a vital role in **supporting the co-ordination of Nottingham's major transport schemes** (Nottingham Express Transit Phase Two expansion, Nottingham Station redevelopment, Ring Road improvement and the Highway's Agency A453 widening scheme) by helping people to find alternative travel options during times of disruption and encouraging sustainable travel choices. The key delivery partners worked together to provide co-ordinated information to travellers affected by construction works.
- **"My journey" YouTube videos** were produced in early 2014 in partnership with New College Nottingham and students from the college in their final year around sustainable transport, which have had 238 views since the launch.
- The conurbation-wide "Big Wheel" transport brand has been used to provide **marketing support to partner projects** across the LSTF programme including Ucycle, ECO Stars and the TravelRight Community Hubs (Broxtowe, Gedling and the North of Nottingham City). Web stats show an average readership of the Big Wheel website of 6,400 per month. 22 press releases were distributed and support was given for the circulation partner releases, 12 newsletters were distributed to an average number of 3,200 individuals.

7. Conclusion

2013/14 marked the first full financial year of delivery of the programme. Procurement and commissioning activities were concluded with all LSTF programmed projects either commencing or continuing to deliver Project outputs have been extremely positive and the momentum has been carried into 2014/15. Whilst Nottingham has faced large disruptions due to the significant construction programme being implemented, this has had an effect on some of the Performance Indicators however overall progress remains on track. The LSTF has played a crucial in supporting local residents and commuters to make informed travel choices, which is demonstrated in this report. Plans are in place to deliver a further Big Ideas transport satisfaction and perception survey in early 2015.

In addition work has commenced to monitor and evaluate the success of the Nottingham LSTF programme as a post-programme evaluation in line with the Outcomes Monitoring requirements agreed with the DfT.

Summary of 2013/14 outputs

A: Smartcard development, integrated ticketing and multi-modal integration

Summary of key data for 2013/14

- Number of Kangaroo Citycard issued: **24,380**
- Proportion of smartcards used for public transport journeys: **10 million trips per annum**
- Number of Kangaroo smartcards issued to 16-19 years old students: **3,000**
- Number of cycle hire bikes in circulation: **400**
- Number of cycle hire days recorded: **9,431**
- Number of secure cycle facilities in operation: **11**
- Total number of secure cycle facilities usage: **37,716 = over 3,000 people per month**
- Total visits to AccessAdvisr site made by people in Nottingham: **704**

B: Community smarter travel hubs and places for people

Summary of key data for 2013/14

- **12% increase** in the share of people walking and cycling as their usual mode of travel in the TravelRight North area (increase from 27% to 39%)
- **7.6% (1mph) reduction** in average mean speed at Sherwood 20pmh limit monitoring sites with daytime **levels of walking increased by 20%**
- Reach of Hubs messages and communications: **289,000 people**
- Number of residents directly engaged through Hub activities: **11,389**
- Number of residents consulted about 20mph limits: **90,000**
- Number of jobseekers benefiting from advice: **952**
- Number of volunteers gaining skills/training: **36**
- Take up of personalised journey planning support: **658**
- Take up of community rides: **236**
- Take up of community led walks: **2,125**
- Number of people receiving cycle training: **575**

C: Worksmart business support activities and green transport infrastructure

Summary of key data for 2013/14

- Number of businesses supported via the Worksmart business support scheme: **3,800**
- Number of employees engaged in support programmes via the Worksmart business support scheme: **16,906**
- Number of vehicles rated in the ECO Stars programme: **4,812**
- Number of electric buses operating on the Linkbus fleet: **28**
- Number of individuals engaged by the Mobile Travel Centre: **4,400**
- Number of personal journey planning support provided through the Mobile Travel Centre: **1,035**

D: Active travel solutions

Summary of key data for 2013/14

- Number of active travel events (small, medium and large) supported by the Big Wheel Business Club and Sustrans**: 31** with over **35,000 attendees**
- Participation in Ucycle events: **272 events with 8,189 attendees**
- Number of Ucycle bikes loaned to staff/students: **425**
- Total number of people engaged through the Ucycle programme: **7,156**
- Number of cycle spaces provided through the Ucycle programme: **914**
- Number of BikeIT events held: **70**
- Number of schools engaged in Bikeability: **18** (with 312 students undertaking training)
- Number of schools engaged in Lifecycle: **29** (with 425 students undertaking training)
- Number of individuals provided with information and advice at the Cycling for All event