Nottingham Urban Area Local Sustainable Transport Fund Outcomes Update Report 2014/15

March 2016

Contents

Section		Page
1.0	Report purpose and context	3
2.0	Overview: Delivery context and programme description	4
3.0	Headline LSTF Objective 1: Growth	9
4.0	Headline LSTF Objective 2: Carbon and Air Quality	20
5.0	Headline LSTF Objective 3: Accessibility	26
6.0	Headline LSTF Objective 4: Health	32
7.0	Marketing and communications	40
8.0	Conclusion	48
Appendices	*See separate document*	
Appendix A:	Performance Indicator Summary Table	
Appendix B:	Methodologies for Performance Indicators	
Appendix C:	Supplementary Data Tables	
Appendix D:	Data for the Half-price Jobseekers Smartcard	
Appendix E:	Additional data and information relating to the access to employment activities of the Community Smarter Travel Hubs	
Appendix F	Quarterly Public Transport Data from 2003/04	
Appendix G:	Monthly Cycle Monitoring Count data from 2010	
Appendix H:	Geographical Area for Nottingham Urban Area programme delivery	
Appendix I:	Nottingham Urban Area LSTF Programme Evaluation Report: Executive Summary (March 2016)	

1.0 Report purpose and context

1.1 Purpose of this document

The Department for Transport (DfT) awarded the Nottingham Urban Area £15.424 million through its Local Sustainable Transport Fund (LSTF) programme 2011-2015 with a further £1.18 million secured for 2015/16 as continuation funding. The Nottingham Urban Area LSTF package was 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.

The first phase of the LSTF programme was completed in March 2015 and a number of significant projects and milestones were reached in this first phase providing a firm foundation for the continuation programme to be delivered in 2015/16.

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 third annual report and is the final Outcomes Report for this phase of the LSTF programme. As such this report focuses on progress against outcomes and key LSTF performance indicators and progress made in 2014/15.

Nottingham City Council commissioned ITP Consulting to carry out an independent evaluation of the process and impacts of the 2011/12 – 2014/15 programme. The process evaluation report was published in July 2015 and a final draft of the impacts evaluation report has been shared with the Sustainable Accessible Travel Programme Team at DfT in March 2016. The programme evaluation work has helped to independently verify the conclusions from NCC's own in house LSTF programme monitoring and headlines from the Impacts Evaluation Report have been included in this report to provide context to the 2014/15 information presented. An executive summary of the evaluation report is provided in **Appendix I** and impact evaluation report and associated background data and modelling approach will be published in April on Nottingham Insight at https://nottinghaminsight.org.uk/d/166370.

The Nottingham Urban Area programmes is one of 12 large scale LSTF programmes being evaluated by Transport for Quality of Life as part of DfT's national meta-analysis of the impact of the large scale LSTF programmes. This Outcomes Report responds to recommendations following the publication of the interim meta-analysis of the impact of the large scale LSTF programmes in November 2015 and will feed into the completion of the meta-analysis study over 2016.

All the Nottingham Urban Area LSTF monitoring and evaluation reports will be available online on the City Council's transport pages at: **http://www.nottinghamcity.gov.uk/LSTFProjects**

1.2 Structure of this report

- **Section 1:** Sets out the **context for this report within the local and national evaluation framework**
- **Section 2:** Sets out the **overview and context** for delivery of the Nottingham LSTF programme including a description of the package of measures, objectives and outcomes.
- **Sections 3 to 6:** Summarise the **key achievements of LSTF programme delivery in 2014/15** alongside **monitoring and performance data** for the agreed Outcome and Impact performance indicators (PIs) against each of the four strategic LSTF programme objectives (growth, carbon and air quality, accessibility and health). These sections also include key findings from the independent impact evaluation of the Nottingham Urban Area programme 2011/12 – 2014/15.
- **Section 7**: Describes the programme-wide **marketing and communications** activities that underpin our LSTF behaviour change programme.
- **Section 8: Conclusion**.
- **Supporting Appendices A - I**

2.0 Overview

2.1 Context for the Nottingham Urban Area LSTF programme

An unprecedented level of investment – over £750 million – and activity has taken place to build a better Nottingham including the expansion of the Nottingham tram network with Lines 2 and 3 opening in August 2015, 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 largely completed. Work on the Local Growth Fund funded Cycle City Ambition Programme commenced in October 2015.

This infrastructure investment is contributing to Nottingham's economic vibrancy and quality of life. Providing an integrated transport network for residents living in and travelling across the conurbation 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 revenue support provided by the LSTF programme has enabled us to realise the full potential of these large-scale capital investments by increasing our business and community engagement activities through complementary programmes of events, activities and smarter choices services to encourage low carbon and active travel behaviours, supporting local economic growth and helping local people into jobs and training.

2.2 Nottingham LSTF programme description

The LSTF programme aspired to establish Nottingham as a national exemplar for integrated sustainable transport and 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 were 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 of £15.424 million was secured in three 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 with an additional **£178,825** secured in the 2014/15 final settlement from DfT
- **LSTF Phase 2:** **£1.18** million of continuation funding for 2015/16 for a scaled back programme

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 2.1 illustrates how the Nottingham LSTF programme workstrands and elements link together. **Table 2.1** provides a summary of the key projects within each workstrand. Further detail is provided in the **Outcomes Monitoring Plan** available at **http://www.nottinghamcity.gov.uk/LSTFProjects**.

Figure 2.1: Nottingham LSTF programme interventions

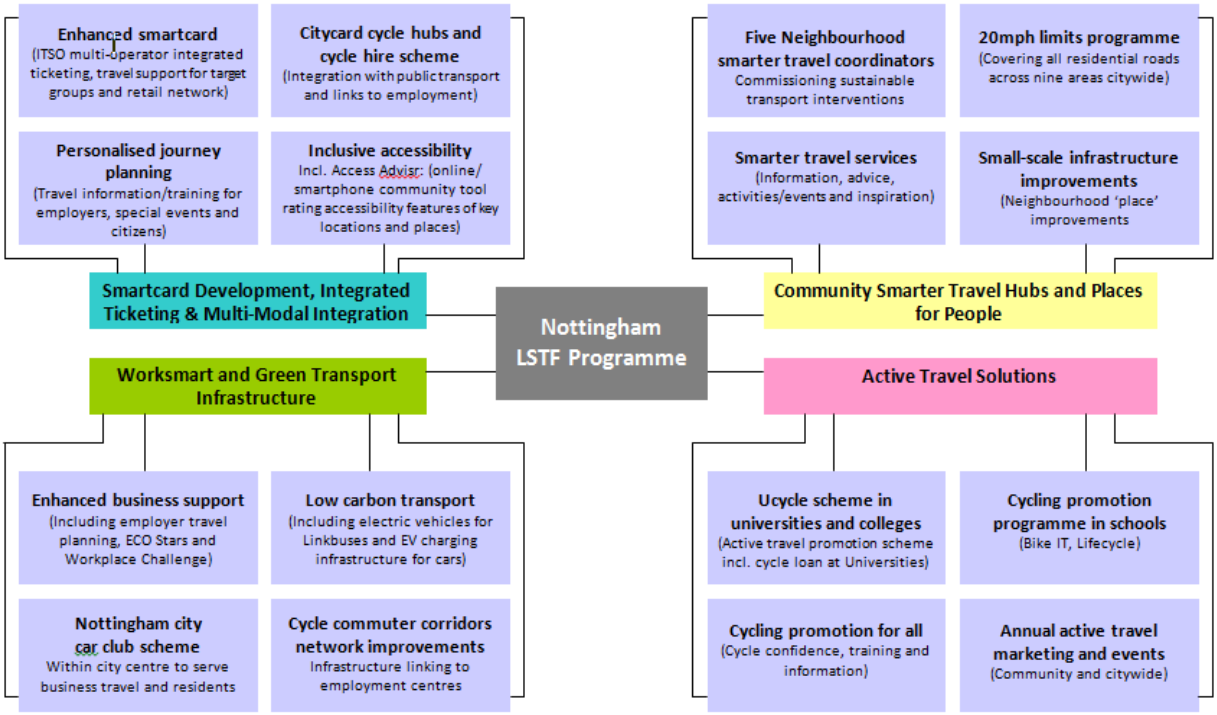


Table 2.1 Summary of LSTF Programme

Workstrand	Project Name	Description
A) Smartcard development, integrated ticketing and multi-modal integration	ITSO smartcard multi-operator ticketing	Development of multi-operator smartcard products
	Smartcard retail network	On-street and in-store smartcard top-up mechanisms
	Citycard Cycle parking hubs	Secure public cycle parking at key locations
	Citycard Cycles	By the hour public bike hire service
	Inclusive accessibility (Access Advisr)	Online public accessibility information and rating tool
	Travel support for jobseekers, students & new starters	½ price public transport day ticket for jobseekers & students
	Jobseeker cycle provision	Loaning bicycles to jobseekers in Nottingham
B) Community smarter travel hubs and places for people	Community Smarter Travel Hubs	Staffed neighbourhood centres promoting sustainable travel
	Travel advice at community events	Ad-hoc support for community events via the Hubs
	Jobseeker travel planning support	Employability support for jobseekers (journey planning, free multi-operator travel for new job starters, trainees, apprentices, cycle loans and training)
	20mph limits programme	City-wide 20mph speed limits introduced in residential areas
	Small-scale infrastructure improvements	Enhanced active travel facilities and routes to schools
C) Worksmart and green transport infrastructure	Employer Travel Plan support	Advice to employers looking to influence staff travel patterns and encourage use of active and sustainable travel options
	Travel advice at business events	
	Nottingham ECO Stars	Eco-driving/fleet management training course & recognition
	Workplace challenge	Annual challenge to reward sustainable workplace travel
	Electric Link buses	Funding supported roll-out of electric Link bus network
	Nottingham City Car Club	Public on-street vehicle hire-by-the-hour service
	Cycle corridor infrastructure	Resurface Victoria Embankment and new River Leen route
	Mobile travel centre	Bus-based travel info service that visits local communities
D) Active Travel Solutions	Cycling promotion & training for all	Adult cycle training and advice, including for disabled people
	Cycle maintenance training	Teaching core cycle maintenance skills at Hubs and events
	Ucycle – Universities and FE Colleges	Bike hire, events, cycle training and facility improvements
	Cycle promotion & training in schools	BikeIT, Bikeability & Lifecycle training for local school children
	Active travel marketing and events	Annual programme of promo activities, events & ongoing comms

2.3 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 set out 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

2.4 Outcome and impact monitoring

A logic mapping exercise summarised in **Table 2.2** informed the selection of a suite of Outcome and Impact performance indicators (PIs) to monitor the success of the LSTF programme. **Table 2.3** 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.

Key findings from the independent evaluation report regarding the contribution of the LSTF interventions to each Objective are also reported in Sections 3.0 – 6.0 to provide context to the 2014/15 outcome and indicator information presented. *Please note these finding apply to the overall LSTF delivery programme up to March 2015, not the 2014/15 year alone.*

Table 2.2: 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 2.3: Summary of Nottingham LSTF Outcome and Impact Indicators

Objective	Outcome indicators (short-medium term)	Impact indicators (long-term)
Growth	PI 1: Area wide traffic levels PI 2: 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)

3.0 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

3.1 Summary of 2014/15 achievements:

- LSTF investment has enabled the transition of an existing multi-operator Kangaroo Citycard ticket into an ITSO compliant **multi-operator smartcard.** The Kangaroo product allows cardholders unlimited travel on all bus, tram and local train services in the Kangaroo (urban) area via prepaid 1 day and 10 day cards or 1, 3, 6 or 12 month season tickets available for adults and young people. The smartcard also provides access to secure cycle hub facilities and the city car club fleet for car club members. In 2014/15 **22,449 Kangaroo travel passes** were issued (across all variants) and **over 7 million trips** made across Nottingham using a smartcard over the year, making a total of 70,266 Kangaroo tickets sold (all variants) since 2011. There are also Citycard travel products for jobseekers and 16-19 students providing assistance with the cost of travel for people from a low income background as described in Section 5.0.
- A **smartcard retail network** was introduced starting with 20 on-street ticket vending machines at bus stops, NET tram platforms and other key transport interchange points enabling purchase of 10 day Kangaroo and top up facilities previously only available at the Travel Centres. This was complemented by a network of 140 Payzone outlets in local newsagents across Nottingham providing card top up.
- Strategic and incremental investment through LSTF in smartcard technology, including back office systems, supporting the operators to equip their fleets with compatible card readers, and providing a comprehensive accessible card retail and top-up has provide the foundation for the next stage in Nottingham's smart ticketing offer, with the introduction of the Robin Hood card, the first travel e-purse outside London, in December 2015, proving pay as you go travel and the best fare on the day for the trips made.
- **Citycard Cycle hire scheme,** introduced in 2012 with an initial fleet of 20 cycles for commuters linking people to out of town business parks and employment sites, continued to grow in 2014/15, expanding from a fleet of 400 hire bikes in 2013/14 to 500 bikes available from 28 hire points across the urban area. The Citycard Cycle hire process was simplified in 2014/2015 replacing the registration process with a fully text based system to enable anyone with a mobile phone to hire a cycle in under a minute through a simple three step process. A winter promotion was launched in November 2014 offering free Citycard Cycles day hire to encourage the continuation of cycling across the less popular winter months. The promotion generated a significant increase in hires recording 3,026 hires were recorded November 2014 – March 2015 compared to 230 hire in the corresponding previous winter period (November 2013 – March 2014). These two changes are likely to have contributed to the overall uptake in usage from 464 hires in 2013/14 to 5,625 hires in 2014/15. Total hours of hires also increased exponentially during 2014/2015 to 85,004 hire hours (equating to 3,542 days) compared to 13,716 hours in 2013/14.
- **Citycard cycle loans**: The Citycard Cycles fleet has also been used to support job seekers travel to interview and new starters to travel to work by cycle. These loans have been managed by the Community Hubs providers and are provided on a longer term basis to individuals, than the public day hire scheme. Local businesses such as Experian and Boots have also made use of the Citycard

bikes and Mobile Phone Hire with a number of longer term cycle loan users commuting to work to these 'out of city centre' business locations. However it should be noted an unexpected outcome of the free winter cycling promotion was to undermine the cycle loans scheme as customers realised instead of paying a fee for the longer term loan they could have a bike for free on a daily hire which has skewed data on long term loan customers.

- A network of secure 24 hour **Cycle Hub facilities** has been set up at key transport interchanges including local bus and rail stations, bus and tram park and ride sites, a city centre car park and a 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). Three additional Cycle Hubs opened in 2014/15 at Arnold, Beeston and West Bridgford extending these facilities into the wider urban area and bringing the total network of Cycle Hubs to 14 sites. In 2014/15 the Cycle Hubs recorded a total usage of 10,971 (park and retrieve) which equates to over 914 uses per 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 2014/15 4,000 businesses, representing circa 24,000 employees, were supported. Activities included 30 bespoke onsite business events along with the annual GNTP business forum and cycle forum events. These LSTF funded activities were complemented by the Workplace Parking Levy business support programme.
- Evidence provided by the latest Big Wheel Survey of 190 SMEs and 10 large businesses carried out in spring 2015, shows that since the last survey in 2012, there has been a significant increase in the support SMEs and larger businesses are providing to help their staff travel to work. More than three quarters (82%) of 155 SMEs surveyed believe it is important to encourage staff to travel sustainably (walk, cycle, car share and use public transport), an increase of 9% points from that observed in 2012 and 20% points more than in 2008. A third (34%) of 190 SMEs and 9 of the 10 larger employers indicated they had implemented, considered implementing, or were planning to implement measures that would improve access to their site. Among the SME's their efforts have been focused on helping staff to change their working hours (91%) and installing showers and changing facilities (84%). A total of 8 of the larger businesses supported teleworking and homeworking and informed their staff members of their travel to work options.
- **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:
    - In 2014/15, **60 volunteers** were involved in the volunteer network, helping Sustainable Travel Collective and Sustrans to deliver the Community Hubs' programmes and gaining skills and training such as in social media, events planning, admin, information technology, bike recycling and cycle maintenance
    - **2,066 residents have accessed free cycle skills development and training** helping to improve their employability, ranging from cycling skills, training in cycle instruction, bike maintenance and other cycle projects and activities.

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

3.2 Progress towards Outcomes for Growth

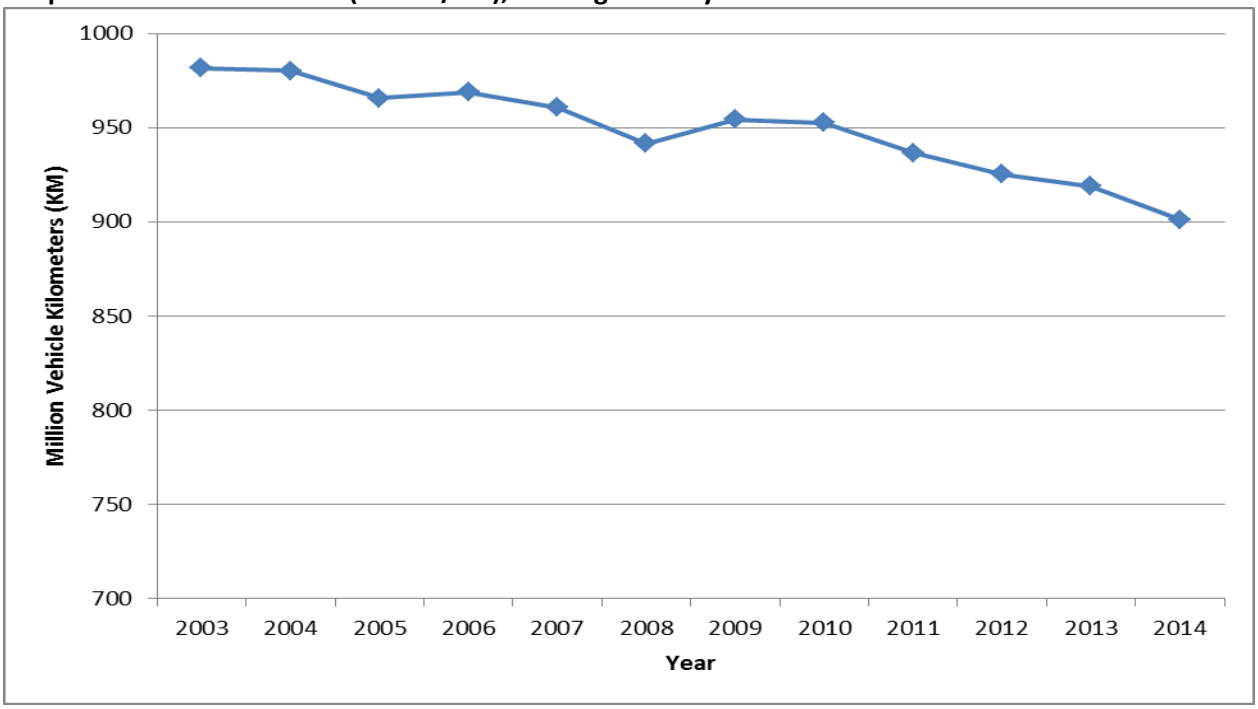
PI 1 Traffic levels

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.

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 919 million/km to 909 million/km in 2014/15. This represents an overall decline from the 2010 baseline of 5.7%.

For Greater Nottingham the trend has also decreased in traffic levels to 2,786 million/km in 2014/15 from 2,805 million/km the previous year. This represents an overall decline from the 2010 baseline of 2.5%. On average the figures show a decline in million/kilometres travelled possibly indicating a reduction in traffic on the roads. This pattern is consistent with what appears to be occurring in other urban areas.

Graph 3.1: Area wide traffic (million/km), Nottingham City



Graph 3.2: Area wide traffic (million/km), Greater Nottingham

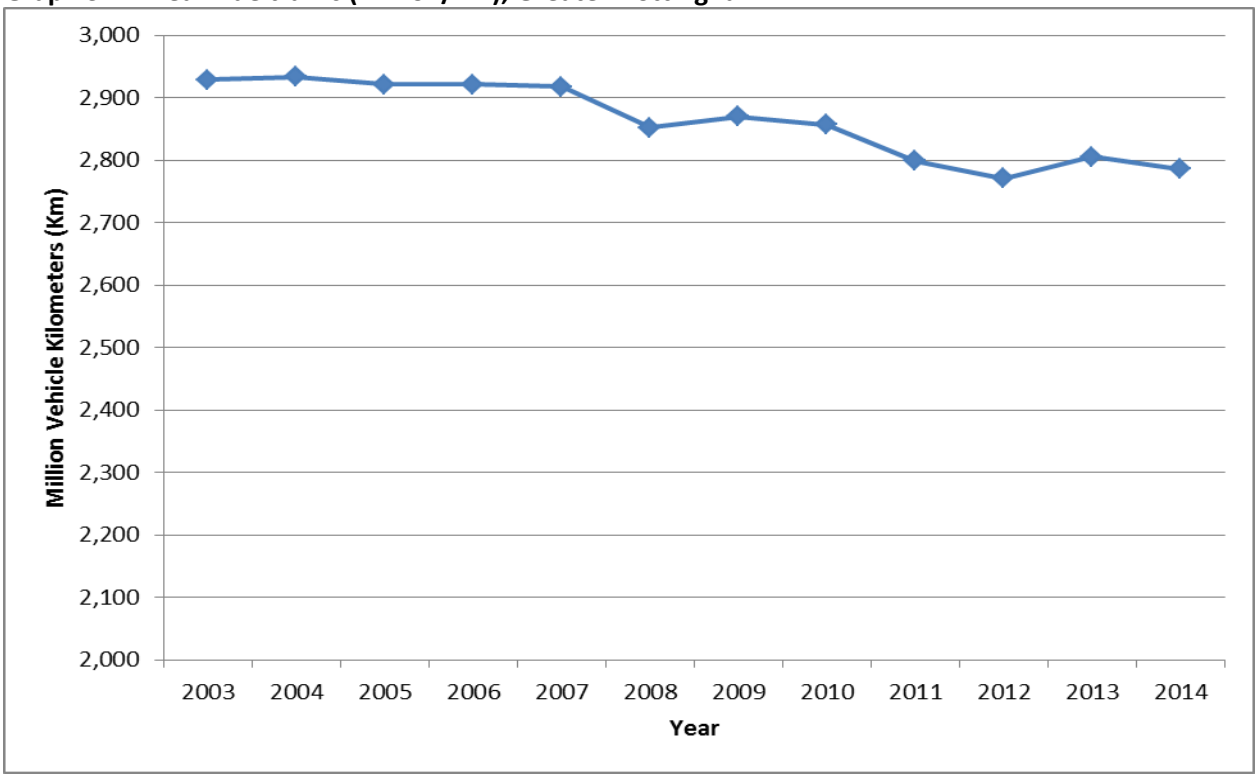


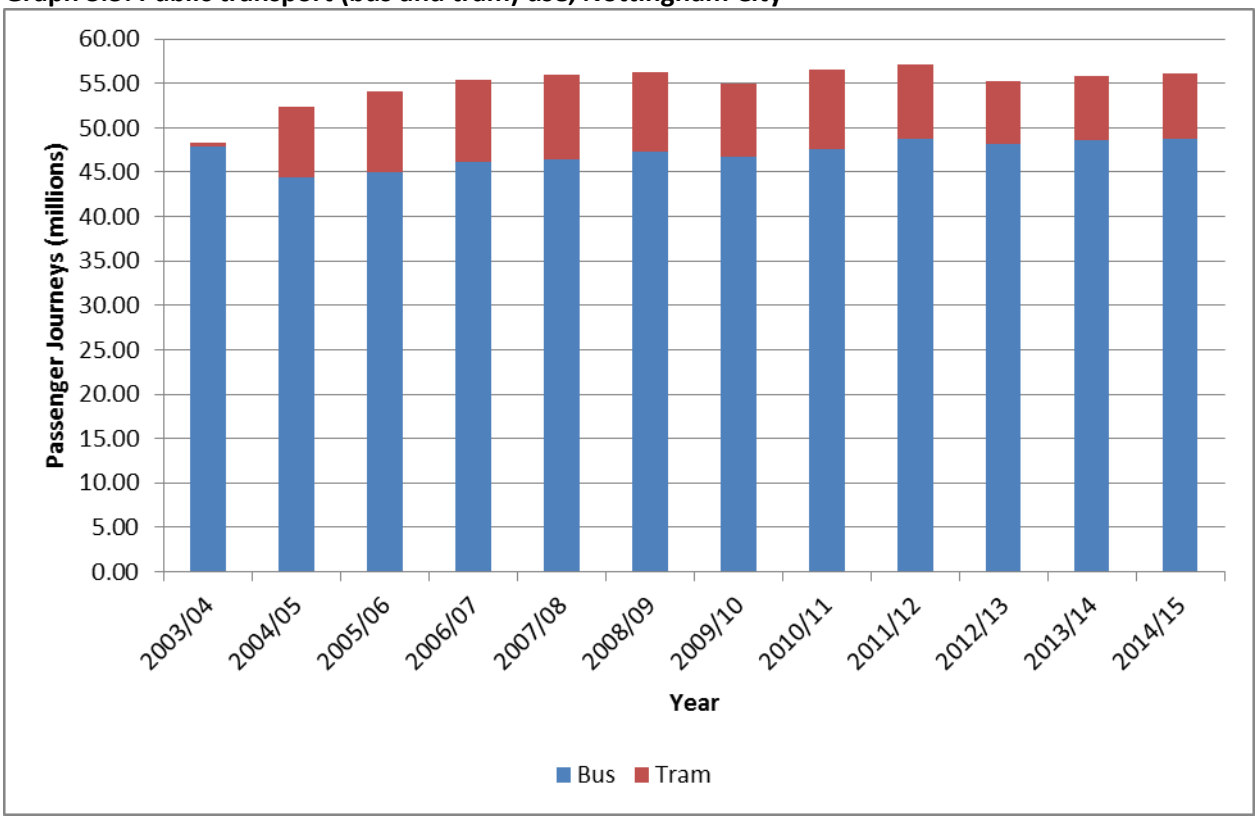
Table 3.1: Area wide traffic, City and Greater Nottingham

	Traffic Levels Mile (City)	Traffic Levels KM (City)	Traffic Levels Mile (GN)	Traffic Levels KM (GN)
2003	610	982	1,820	2,929
2004	609	980	1,823	2,934
2005	600	966	1,815	2,921
2006	602	969	1,815	2,921
2007	597	961	1,813	2,918
2008	585	941	1,772	2,852
2009	593	954	1,783	2,869
2010	592	953	1,775	2,857
2011	582	937	1,739	2,799
2012	575	925	1,722	2,771
2013	571	919	1,743	2,805
2014	560	901	1,731	2,786

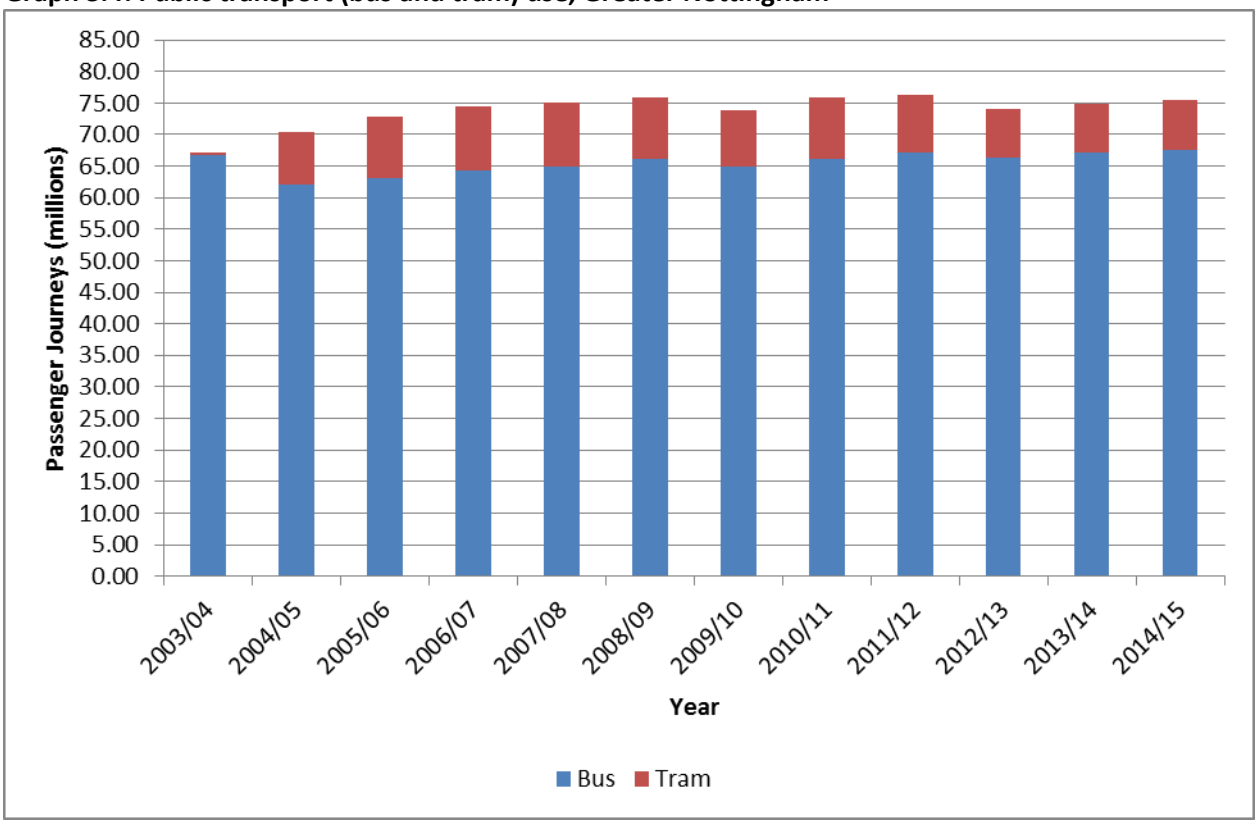
P1: 2 Public transport patronage

There has been significant long term growth with the number of public transport journey taking place over the last decade due to infrastructure investments. 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 area local bus and light rail patronage has increased by 1.2 million passengers on the 2009/10 baseline, further increasing public transport patronage.

Graph 3.3: Public transport (bus and tram) use, Nottingham City



Graph 3.4: Public transport (bus and tram) use, Greater Nottingham



There has been a further increase in patronage this year across Greater Nottingham to 75.58 million (2014/15) from last year of 74.95 million passengers. There has also been an increase in the level of passengers within the City, with passenger numbers increasing from 55.85m in 2013/14, to 56.18m passengers in 2014/15.

Both tram and bus have seen an increase in passengers across Greater Nottingham, with the tram seeing an additional 230,000 passengers, and buses seeing an additional 400,000 passengers over the past year. With the opening of NET Phase 2 within the middle of the 2015/16 financial year, there is likely to be changes in the number of public transport passengers within subsequent years as normally seen with large transport projects.

National reports show a national trend in declining public transport use across authority areas, therefore the trend of an increasing level of public transport use is encouraging.

The 2015/16 financial year is a pivotal year for public transport, with NET Phase 2 opening to passengers on the 25th August 2015. It is anticipated that overall public transport levels are to increase across the conurbation as a result of the tram opening. Any future analysis of the LSTF programme will need to consider this opening as further public transport changes are likely to occur due to the tram extensions.

Table 3.2: Public transport (bus and tram) use, Greater Nottingham

	City			Greater Nottingham		
	Bus (millions)	**Tram (millions)**	**Total (millions)**	**Bus (millions)**	**Tram (millions)**	**Total (millions)**
2003/04	47.93	0.41	48.34	66.74	0.44	67.18
2004/05	44.43	7.9	52.33	62.11	8.39	70.5
2005/06	45.01	9.1	54.11	63.03	9.79	72.82
2006/07	46.11	9.34	55.45	64.38	10.05	74.43
2007/08	46.47	9.49	55.96	64.9	10.2	75.1
2008/09	47.3	9.02	56.32	66.07	9.8	75.87
2009/10	46.72	8.24	54.96	64.96	8.96	73.92
2010/11	47.6	8.96	56.56	66.16	9.74	75.9
2011/12	48.76	8.3	57.06	67.19	9.02	76.21
2012/13	48.19	7.12	55.31	66.39	7.74	74.13
2013/14	48.62	7.23	55.85	67.09	7.86	74.95
2014/15	48.74	7.44	56.18	67.49	8.09	75.58

PI 3: Congestion

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.

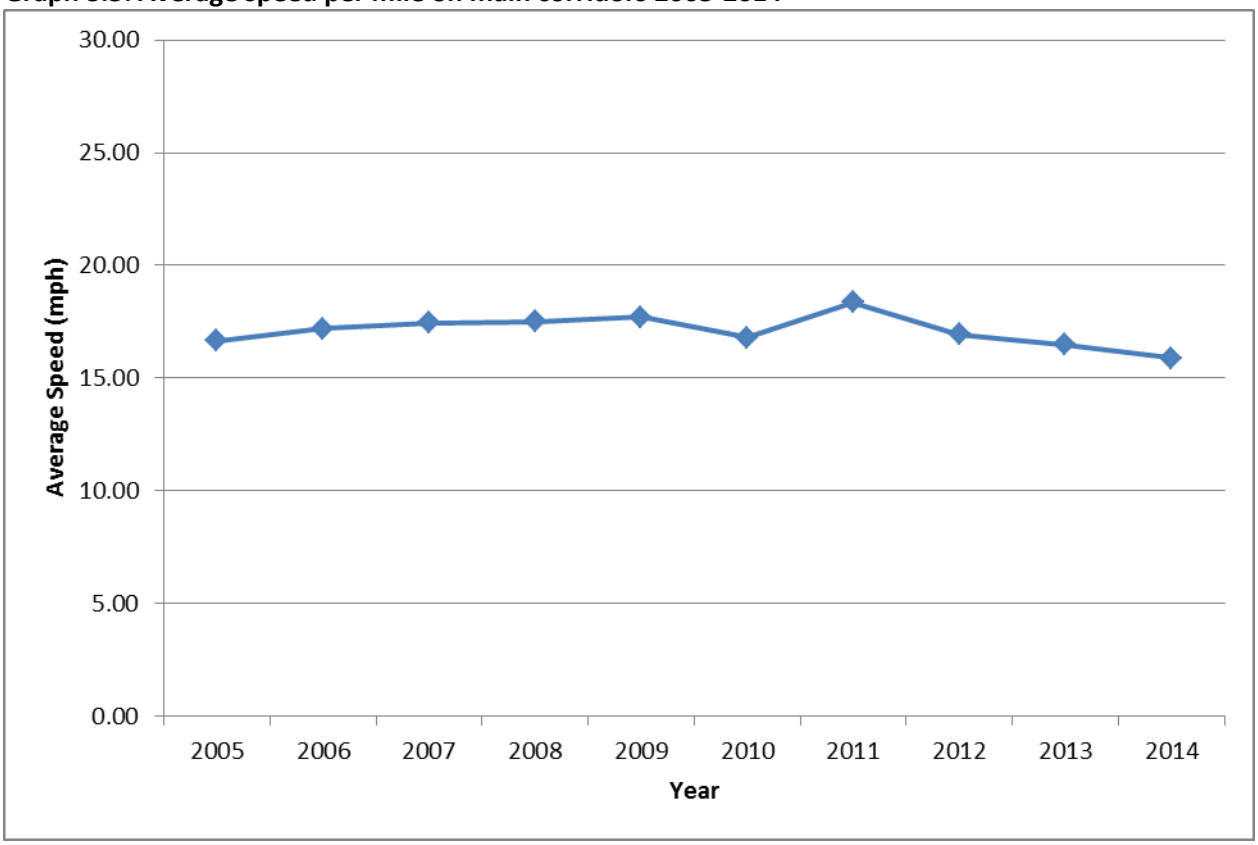
Journey times per mile (in minutes and seconds) and average speed (mph) data are calculated using TrafficMaster data along the 18 main radial routes in Greater Nottingham and the along the Ring Road orbital route. Figures for the previous three years have been revised due to the adoption of TrafficMaster data to assess this indicator from 2011. Both the superseded data and TrafficMaster Data indicates a similar decline in vehicle speeds.

Over the past year journey times per mile have increased to 3.8 minutes per mile in 2014/15, 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 16.8mph. This reduction from previous years can be attributed to the effect of the NET Phase 2 tram works, Ring Road Major scheme and A453 works which has led to disruption during construction on the road network.

Table 3.3: Average speed per mile on main corridors

	Minutes per mile	**Speed (mph)**
2005	3.60	16.7
2006	3.49	17.2
2007	3.44	17.4
2008	3.43	17.5
2009	3.39	17.7
2010	3.57	16.8
2011	3.27	18.3
2012	3.54	16.9
2013	3.64	16.5
2014	3.78	15.9

Graph 3.5: Average speed per mile on main corridors 2005-2014



PI 4: Mode share

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 who living with Nottingham City Council's administrative area, 43.7% of households do not have access to a private vehicle (Census 2011) demonstrating low levels of car ownership with public transport journeys and walking/cycling being the norm for many residents. In April 2012, the country's first Workplace Parking Levy scheme was introduced in April 2012 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 increased from 37.9% (2010/11) to 38.6% in 2014/15, recovering the decrease in the previous year. The previous falls is due to the substantial number of works relating to NET Phase 2 and Ring Road Major schemes altering travel patterns across the city area. With NET Phase 2 works being substantially completed within 2014/15, there has been a small "rebound" with mode share increasing again for public transport since disruption to public transport has reduced. Once these schemes are completed, it is expected that mode share for public transport will further increase.

Graph 3.6: Public transport mode share 2002-2014

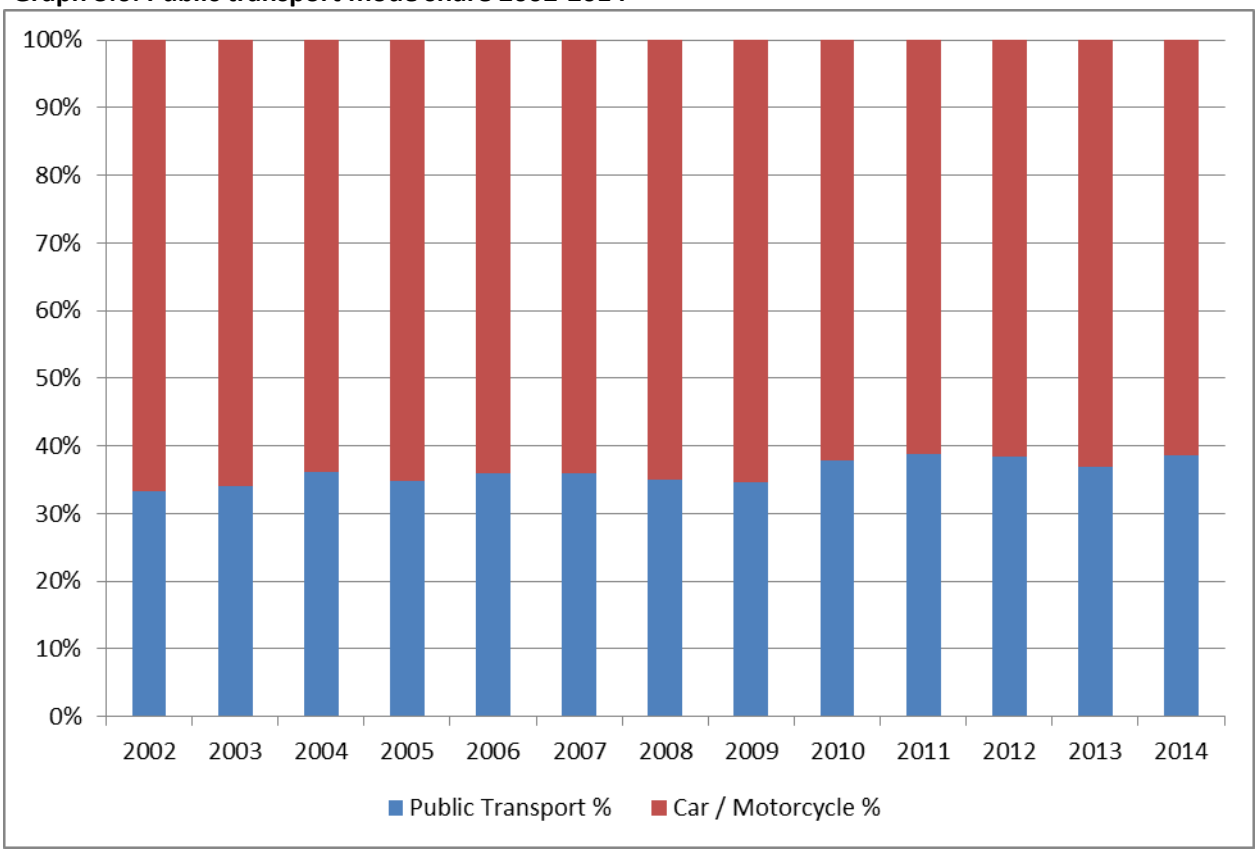


Table 3.4: Public transport mode share 2002-2014

	Public Transport Total	Car/MC Total	Public Transport %	Car / Motorcycle %
2002	25,410	50,700	33.4	66.6
2003	25,783	50,050	34.0	66.0
2004	26,396	46,800	36.1	63.9
2005	25,168	47,200	34.8	65.2
2006	25,823	46,150	35.9	64.1
2007	25,576	45,450	36.0	64.0
2008	24,836	45,950	35.1	64.9
2009	24,558	46,500	34.6	65.4
2010	26,082	42,600	37.9	62.1
2011	26,981	42,600	38.8	61.2
2012	25,889	41,550	38.4	61.6
2013	25,084	42,750	37.0	63.0
2014	25,050	39,850	38.6	61.4

3.3 Progress on Impact indicators for growth

PI 14: Nottingham economy GVA

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 an estimate of GVA is provided each year, which is then revised the following year, this explains the year "lag" in data provided.

Note that within 2015, the Office for National Statistics revised the dataset which placed a higher weighting on house prices, which has resulted in a change in the reported statistics. This has been backdated to the 2010 figures. For completeness, both datasets have been provided for comparison.

Table 3.5a: Total GVA for City and Greater Nottingham (from ONS)

	2010	2011	2012
City	7.768bn	7.852bn	8.258bn
GN	12.153bn	12.297bn	12.671bn

Table 3.5b: Total GVA for City and Greater Nottingham – Revised (from ONS)

	2010	2011	2012	2013	2014
City	7.850bn	7.942bn	7.814bn	7.706bn	8.003bn
GN	12.588bn	12.752bn	12.907bn	13.136bn	13.658bn

PI 15: Employment levels

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

Table 3.6: Employment Levels (000s) for Greater Nottingham and City (from ONS)

	2010	2011	2012	2013 Revised	2014 Provisional
City	193,900	194,000	202,000	205,000	211,900
GN	307,100	303,300	314,300	315,000	322,800

PI 16: Examples of inward investment

Examples of inward investment into Nottingham in 2014/15 include the Southglade Business Park extension which was completed in July 2015.

3.4 Insight on outcomes and impacts for growth from the Nottingham Urban Area LSTF Programme Evaluation

To provide context to the 2014/15 information presented above, this section highlights key findings from the evaluation report regarding the contribution of the LSTF interventions to economic growth. *Please note these finding apply to the overall LSTF delivery programme up to March 2015, not the 2014/15 year alone.* An executive summary of the evaluation report is provided in **Appendix I** and the full report will be available at https://nottinghaminsight.org.uk/d/166370.

The evaluation report has considered the impacts on growth and accessibility together as these objectives were closely linked through project delivery so the majority of LSTF interventions that addressed one also addressed the other so it is difficult to analyse the two objectives in isolation.

Key evaluation findings in relation to growth:

- LSTF interventions targeted at jobseekers and young people in education and employment have impacted on both local growth and improved access to opportunities (in particular jobs and training) and are estimated these to have generated over £11.7 million of economic benefit for the Nottingham Urban Area between 2011-15.
- Wider society is estimated to have benefited through the increase in people returning to work with 13% of jobseekers in receipt of a Jobseeker Kangaroo half fare pass finding employment during the LSTF period).
- Travel mode-switching behaviours arising from jobseeker Personal Travel Planning initiatives delivered to complement the Jobseeker Kangaroo initiatives are estimated to have resulted in 6.8 million fewer car kilometres being travelled in the Nottingham Urban Area over the LSTF

programme's delivery period thereby freeing-up capacity for growth, and improving economic competitiveness.

The outcomes and impacts relating to growth and accessibility are summarised in **Table 3.7**. Some additional impacts relating to accessibility are reported in **Section 5.0**.

Table 3.7: LSTF outcomes and impacts related to growth and accessibility

Outcome	Evidence sources
• 780,000 total extra bus and tram trips by jobseekers living in the Nottingham Urban Area • 154,000 extra public transport trips by jobseekers accessing interviews and employment that would otherwise not have been possible • 157,700 extra public transport trips by 16-19 year olds that would otherwise not have been made	• Stated change surveys and focus group discussions with Jobseeker & 16-19 Citycard beneficiaries • Analysis of Jobseeker Citycard, and 16-19 Kangaroo pass and trip data
• 14.5 FTE posts created through the delivery of LSTF projects in the Nottingham Urban Area.	• LSTF programme data (averaged across 2011-15)
Impacts (2011-15)	
• 618 additional FTE jobseekers returned to work as a result of Jobseeker Kangaroo. • £0.63m saving in Job Seeker Allowance payment reductions and income tax receipts. • £3.1m of additional Gross Value Added (GVA) from filled employment positions • £2.42m net increase in local public transport operator revenues from half-price Kangaroo ticket sales and reimbursement for 16-19 year olds/new starters free travel • £2.9m of estimated monetised social value of generated local public transport trips. • £1.3m GVA of jobs directly created through LSTF programme delivery. • £1.07m value of staff hours volunteered through Community Smarter Travel Hubs. • £3.2m of marginal external benefits calculated using WebTAG methodology across all LSTF projects that resulted in reductions in car km travelled.	

The evaluation report identifies the following LSTF projects having made the greatest contributions to growth (and accessibility) in the Nottingham urban area:

- **The Jobseeker Kangaroo** initiative alone, which supported 919 people back to work is calculated to have generated £3.74m of Gross Value Added job and employment benefits through local income increases, estimated savings in Jobseeker Allowance payments, and additional Income Tax receipts. The net increase in public transport patronage resulting from this initiative is estimated to be worth £0.45m to local public transport operators in ticket revenues, while the social value of new public transport trips (which would not otherwise have been made at all) is estimated at £1.37m.
- **The 16-19 Kangaroo support scheme**, which provided over 9,250 young people from low-income households with free Kangaroo public transport passes, generated over 3.65m public transport trips between 2011-15, of which around 4% would not have been made without this benefit. The additional 150,000 new public transport trips, have a value of valued £1.4m in social terms as trips that would not otherwise have been made and generated an estimated net increase of £1.83m of revenues that were reimbursed to local public transport operators.
- A further 12 LSTF projects (**Bikeability, Bike It, adult cycle training, the Workplace Challenge, Mobile Travel Centre delivered PTP, Car Club, Jobseeker Kangaroo and PTP, Ucycle, Citycard** and **Community Smarter Travel Hubs**) provided evidence to demonstrate quantifiable reductions in car kilometres travelled as people changed travel behaviour and started using alternative modes of travel. The WebTAG-calculated economic value of de-congestion benefits totals £3.55m over the 2011-15 LSTF programme and ranges from £1,350 in the case of Bikeability to almost £2.8m across the five Community Smarter Travel Hub initiatives.
- **The Community Smarter Travel Hubs** were successful in securing volunteering contributions from 78 different people totalling 509 hours estimated to have generated over £1.01m of wider economic benefits (based on value of labour replacement and well-being benefits).

- **The LSTF programme** created 21.5 posts of varying duration, equating to an average of 14.5 new FTE positions over the 2011- 2015 funding period generating an estimated £1.31m in economic value for the Nottingham Urban Area.

The evaluation report notes that it is unlikely to have considered the full economic multiplier effects of the improvements to growth and accessibility and so the reported estimate of economic benefits may be underplayed.

Evaluation conclusions regarding programme impacts on economic growth

It is not possible to clearly disentangle the impact of the LSTF programme from other local transport and employment initiatives. However, the corroborative datasets reviewed in the evaluation suggest that findings from LSTF programme outcome monitoring are consistent with observed positive macro-level accessibility and economic growth impacts, including:

- Reduced local traffic levels in the Nottingham City area.
- Stable public transport patronage and mode share.
- Increased public transport, walk and cycle accessibility to local employment centres.
- Greater public satisfaction with their local neighbourhoods.
- A 10% increase in Gross Value Added economic output across Greater Nottingham between 2010 and 2014.
- A 5% increase in employment levels and a 10% reduction in worklessness across Greater Nottingham between 2011 and 2014.

While the extent of causality from LSTF-funded initiatives cannot be measured, it is reasonable to suggest that the LSTF initiatives have played a role in supporting these wider growth trends by creating capacity on public transport services and local roads, by encouraging members of the public to switch to more active modes of travel. In this context, and through direct employment benefits, the LSTF programme has supported local economic growth.

4. 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

4.1 Summary of 2014/15 achievements:

- **Linkbus electrification:** During 2014/15 a further 17 fully electric buses came into operation bringing the fleet of electric buses to 45 vehicles operating on the Centrelink, Medilink, Locallink and Worklink services. A further 13 vehicles are on order for the Park & Ride services. 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. Nottingham's Linkbus network is currently still the largest electric fleet in the United Kingdom and one of the largest in Europe.
- **Cycle route** infrastructure works along the River Leen have continued in 2014/15 with a further 620 metres of cycle route including a new multi-user path boardwalk.
- In 2014/15, 11 new businesses in the LSTF area joined the national **ECO Stars fleet management and driver efficiency programme** increasing membership from 58 to 69 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. 4,869 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.
- The **2014 Workplace Challenge** was delivered by the Big Wheel in partnership with Sustrans to encourage commuters to adopt active travel behaviours. The Challenge took place for two months during the summer with 552 individuals logging 19,169 journeys with an estimated saving of 10,934kg of carbon emissions.
- **Nottingham City Car Club** launched in May 2014 initially with 8 vehicles at city centre locations, in conjunction with a business and residents incentive packages offering drivetime credits and discounted membership offers. During 2014/15 the car club fleet expanded to 9 vehicles, 221 members registered with Nottingham City Car Club, collectively booking 7,649 vehicle hours and driving 43,371 miles.

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

4.2 Progress towards Carbon and Air Quality Outcomes

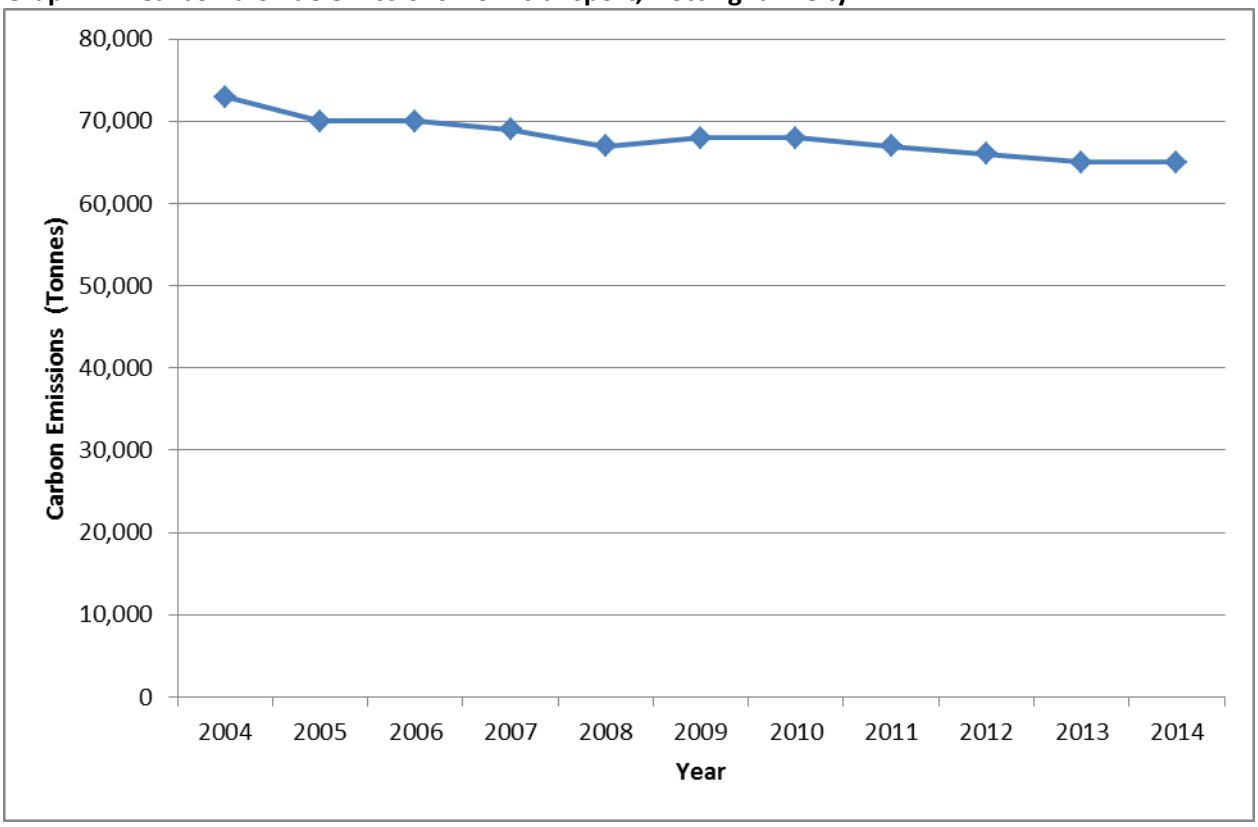
The performance indicators previously reported in Section 3.2 for Area wide Traffic levels (PI 1) and Mode Share of Public Transport (PI 4) also link to this theme: A decrease in traffic levels will reduce the levels of carbon from standing traffic; an increase in the public transport mode share into the City Centre will also encouraging modal shift thereby reducing carbon, as well as air quality benefits from electric buses and the tram.

PI 5: Carbon emissions from transport

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 increased in the past year, the City figure is still reporting a decrease. This change in carbon emissions are 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, Nottingham has one of the lowest levels of carbon emissions from transport of all the Core Cities.

Graph 4.1: Carbon dioxide emissions from transport, Nottingham City



Graph 4.2: Carbon dioxide emissions from transport, Greater Nottingham

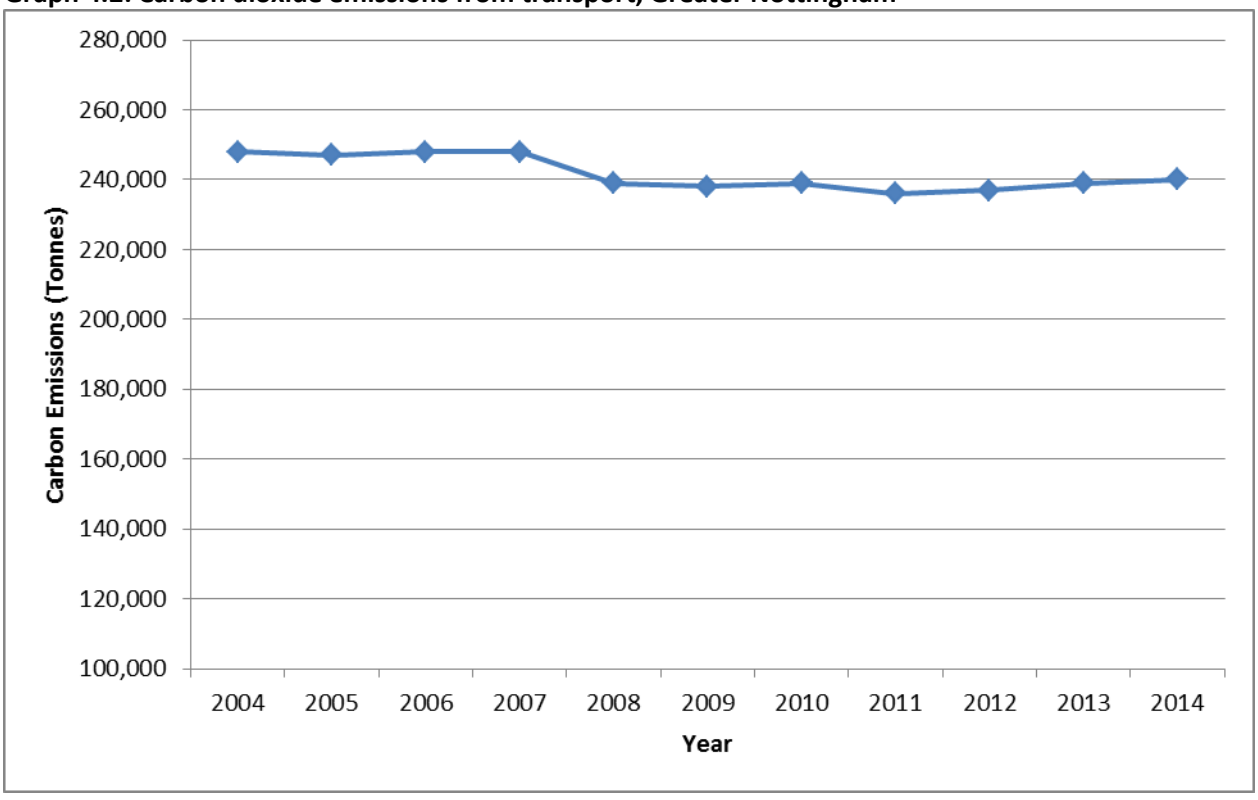


Table 4.1: Carbon dioxide emissions from transport (tonnes), City and Greater Nottingham

	City	GN
2004	73,000	248,000
2005	70,000	247,000
2006	70,000	248,000
2007	69,000	248,000
2008	67,000	239,000
2009	68,000	238,000
2010	68,000	239,000
2011	67,000	236,000
2012	66,000	237,000
2013	65,000	239,000
2014	65,000	240,000

PI 6: Nitrogen dioxide levels within AQMA areas

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

	2010	2011	2012	2013	2014
City	43	42	42	44	39
Dunkirk	41	38	40	37	37

4.3 Progress on impact indicators for carbon and air quality

PI 17: Reduced carbon emissions per head of population

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. Note that rounding errors that was contained within the previous year's report have now been corrected.

Table 4.3: Carbon Emissions per head of Population

	2009	2010	2011	2012	2013
City	1.48	1.38	1.27	1.15	1.09

4.4 Insight on carbon and air quality outcomes and impacts from the Nottingham Urban Area LSTF Programme Evaluation

To provide context to the 2014/15 information presented above, this section highlights key findings from the evaluation of the Nottingham Urban Area programme 2011/12 – 2014/15 regarding the contribution of the LSTF interventions on carbon emissions and air quality. *Please note these findings apply to the overall LSTF delivery programme up to March 2015, not the 2014/15 year alone.* An executive summary of the evaluation report is provided in **Appendix I** and the full report will be available at https://nottinghaminsight.org.uk/d/166370.

The key outcomes and impacts arising from the LSTF programme's interventions with respect to supporting reductions in carbon emissions and improving local air quality are summarised in Table 4.4.

Table 4.4: LSTF outcomes and impacts related to carbon emissions and air quality

Outcome	Evidence sources
• 2.18m fewer car trips reported as a result of changes in LSTF beneficiaries' travel behaviours • 0.06m more bus, tram and train trips as a result of aggregated changes in LSTF beneficiaries' travel behaviours • 28.4m fewer car kilometres travelled in total, from changes in local people's travel behaviour	• Stated change in beneficiary surveys from Bikeability, BikeIt, Ucycle, PTP, Car Club, adult cycle training, Jobseeker & 16-19 Kangaroo + PTP, Citycard Cycle Hub & Hire projects, and Community Travel Hubs PTP. • Workplace Challenge trip data
• £0.32m fuel cost saving to local bus operators between 2011-15 through electric buses funded by the LSTF programme	• Electric bus trial data
• £55,000 fuel saving to fleet operators participating in Ecostars	• Ecostars fleet efficiency training monitoring surveys
Impacts (2011-15)	
• 23,529 fewer tonnes of CO2 equivalent (incorporates all Greenhouse Gas emissions) emitted between 2011 and 2015 across all LSTF programme initiatives • £1.37m value of CO2 equivalent emission reduction, using DECC untraded values and WebTAG car km travelled reduction values. • £0.031m value of monetised air quality benefits, using WebTAG methodology across all LSTF projects that resulted in reductions in car km travelled.	

Across all programme initiatives, a total reduction of over 23,500 tonnes of CO2 equivalent emissions has been achieved, using evidence from available monitoring surveys aimed at capturing changes in local travel behaviours. These emissions reductions have primarily been achieved through behavioural shifts to more sustainable modes of travel which resulted in reductions in car travel, the use of more fuel efficient vehicles, and more efficient vehicle fleet operations.

Wider society is estimated to have benefitted through the direct reduction in CO2 and Greenhouse Gas emissions, which positively impact upon local air quality. Air quality monitoring data have been presented later in this section, to corroborate the impacts of LSTF against wider local trends. The monetised financial impact of these carbon reductions and associated air quality improvement is estimated at £1.37m using a combination of methodologies set out in:

- WebTAG: used where reductions in car Km travelled could be used to calculate monetised Greenhouse Gas emission benefits.
- DECC carbon valuation: applied to projects where car KM reductions were not the cause of emissions savings (e.g. electric bus vehicle investments).

The LSTF projects that have made the greatest contributions to reducing local carbon emissions and improving air quality are:

- **The Ecostars programme**, through which 69 member organisations and 4,869 fleet vehicles were targeted with efficient driving and fuel-use advice. Monitored companies achieved an average 3% fuel saving as a result of measures aimed at reducing emissions and introducing more efficient fleet management and driving practices to the organisations. The project achieved an estimated reduction of 17,700 tonnes of CO2 equivalent emissions. It saved the participating organisations approximately £55,000 in fuel costs, and delivered an estimated £1.1m of monetized enviro-economic benefits for the Nottingham Urban Area during 2011-2015. These local reductions in fuel consumption and associated emissions reductions are anticipated to have contributed to improved air quality in the Nottingham Urban Area, most notably through the associated reduction in harmful PM10 particles and NOx gasses found in vehicle emissions. This delivers long-term positive benefits for air quality and public health.

- Smarter travel behaviour initiatives, delivered through the five **Community Smarter Travel Hubs** providing a combination of adult cycle training, and Personal Travel Planning support to jobseekers and local residents, resulted in an estimated 22.4 million fewer car kilometres being travelled. Discernible changes in people's behaviour (evidenced through local monitoring and travel behaviour surveys) meant that roughly 80% of these car trips were displaced by non-polluting walking and cycling activities, while 20% were made by more sustainable public transport alternatives to driving. Taken together, these changes in local people's travel behaviour resulted in over 4,000 fewer tonnes of CO2e being emitted in the Nottingham Urban Area between 2011 and 2015.
- **Bike It** engaged over 8,200 pupils, parents, and members of staff over the course of the Nottingham LSTF programme. By working with 'school champions' to promote active modes of travel to school, the initiative increased levels of cycling activity by between 70% and 85%; with the mode share of cycle trips to school rising to around 9.5% from a baseline of 5.5%. Data from travel surveys with students, parents, and staff members resulted in almost 550,000 additional cycle/scoot/skate trips and 181,000 walking trips. Mode shift among the target population resulted in almost 190,000 fewer car trip to/from schools in the Nottingham Urban Area, and over 1 million fewer car kilometres being travelled. There were also reductions in the use of buses and trains to get to school as a result of pupils, parents and staff members switching to more active modes of travel. From an environmental perspective the reduction in car kilometres travelled resulted in 891 fewer tonnes of CO2 equivalent being emitted, which are valued at £0.06m using DECC's non-traded carbon values.
- **Ucycle** initiatives with staff and students at local Further and Higher Education institutions. Behavioural change among Ucycle beneficiaries resulted in almost one million fewer car trips in the Nottingham Urban Area over the LSTF intervention period, with the vast majority replaced by walking and cycling activity. Consequently over 2.7 million fewer vehicle kilometres were travelled between 2011 and 2015, resulting in a reduction in CO2e emissions of 720 tonnes. Based on their environmental contribution alone, the Ucycle initiatives were estimated to have delivered around £0.045m of monetised enviro-economic benefits for the Nottingham Urban Area.
- The **electric bus trial**; which was supported using LSTF funding, with contributions from the programme covering the equivalent of 5 of buses introduced into service in 2012, and 1.3 of the buses introduced in 2013 (45 buses were introduced into service in total during the LSTF funding period). The impacts of the electric bus trial were carefully monitored by Nottingham City Council, in order to understand the business case for replacing conventionally-fuelled buses with electrically-powered vehicles. By factoring the reported impacts to the scale of contribution made using LSTF funding, it was possible to determine that, to the end of March 2015, the equivalent of 6.3 buses had emitted 109.2 fewer tonnes of CO2, 1.2 fewer tonnes of NOx and 6.3 fewer Kg of PM10 particulate matter. Over their 10 year operating life these buses are estimated to emit 611 fewer tonnes of CO2, 6.7 fewer tonnes of NOx and 35 Kg less of PM10 particulates. These reductions in locally emitted greenhouse gas emissions make a tangible contribution to improving air quality in the Nottingham Urban Area, and were estimated to deliver around £0.04m of monetised enviro-economic benefits alongside the £0.32 million in fuel cost savings for local public transport operators between 2011-2015.

It should be noted that the emissions-related impacts associated with travel behaviour change impacts arising from the 20mph residential speed limit area programme, Lifecycle, the Cycle Live event, and local led-walks and rides were not captured through the monitoring and evaluation activity and so have not been included in calculations to estimate carbon and greenhouse gas emission savings.

Based on the available monitoring data the evaluation estimates a total of 28.4m fewer car kilometres travelled are attributable to all LSTF interventions in the Nottingham Urban Area, which could be expected to have a corresponding reduction in key air pollutants, thereby improving local air quality. Based on monitoring survey respondent's stated reductions in car trips it is estimated that around 0.28 fewer tonnes of Particulate Matter (PM) and 4.3 fewer tonnes of Nitrogen Oxides (NO_x) have been emitted from private cars travelling in the Nottingham Urban Area as a result of the LSTF programme.

Evaluation conclusions regarding programme impacts on carbon reduction and air quality

The impact of other local transport initiatives (e.g. ring-road widening, Cycle City, NET Phase 2) on carbon emissions and air quality across the local area, makes it impossible to isolate the impact of LSTF-funded projects on local carbon emissions and air quality. Reported changes in beneficiaries' travel patterns, and calculated carbon emission impacts, suggest that from 2011-2015 the local LSTF programme has contributed to:

- Preventing any discernible increase in area traffic levels across Greater Nottingham.
- Widespread switching to active travel modes for short local trips, contributing to an average personal reduction of around 163km of car travel per annum among the 63,000 LSTF beneficiaries that reported making changes in their car trip-making.
- A 1.2% average reduction in estimated annual car kilometres travelled by LSTF beneficiaries who reported making changes in the number of car trips they make.
- A 2.5% reduction in carbon emissions from transport, and a 21% reduction in total carbon emitted per capita in the Nottingham City area.
- An average 9.5% reduction in Nitrogen Oxide levels recorded at the Nottingham AQMA monitoring sites since 2010.

These impacts have been achieved without meeting the LSTF programme target to increase sustainable travel mode share by 10%. Between 2010 and 2014 the public transport mode share in Nottingham City increased by 1.85% as a proportion of all motorised trips. However, this indicator overlooks the significant increase in levels of cycling (average: 144km additional cycling/annum/beneficiary) and walking (average: 58km additional walking/annum/beneficiary) reported through the LSTF programme monitoring data. Corroborative data from the Nottingham Cycling Index reports a 28% increase in cycling in Greater Nottingham since 2010, with an increase of 666,000 additional cycling trips recorded at automatic count locations in 2014.

It is therefore considered likely that increased walking and cycling activity reported through LSTF programme monitoring will have contributed to a greater than 1.85% increase in sustainable transport mode share if non-motorised trips are included.

5.0 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)

5.1 Summary of 2014/15 achievements:

- The Smartcard workstrand continues to support a **college and sixth form travel card** for eligible low income 16-19 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).
- Following a successful trial of the **Jobseeker Citycard** in 2013/14 funded by DWP's City Deal, the discounted travel offer was continued in 2014/15 funded by LSTF. The offer is 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 of Job Seekers Allowance who are unemployed for more than 13 weeks to purchase half price Kangaroo tickets allowing multi-operator travel in the urban area, costing the individual £2.25 instead of £4.50. The offer was promoted to eligible residents via the Community Smarter Travel Hubs as part of their additional Employability Support package. Originally the offer was only available for City residents but was extended to eligible residents in Gedling and Broxtowe funded as part of the Gedling and Broxtowe Community Hubs local intervention programmes. In 2014/2015 **3,604 Jobseeker Citycards** were issued enabling access to the discounted travel offer. Further data is given in **Appendix D**.
- The network of five **Community Smarter Travel Hubs (delivered by Sustaimable Travel Collective Ltd. and Sustrans) have continued to work** with local communities to encourage the uptake of sustainable travel options. Collectively the Hubs have reached over **400,000 people across the urban area with information about Hub activities** and smarter travel options through press, web, social media, newsletters and household mailouts. The Hubs have **directly engaged with at least 22,300 people** (held one to one conversations) at events community meetings, and activities.
- Annual programmes of local **community based active travel events and services** have been delivered by the Smarter Travel Co-ordinators, supported by a team of local trainees and volunteers, 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 Hubs also work with the local employment support agencies to provide **Employability Travel Support Packages** to complement Jobseeker Citycard offer providing free Kangaroo travel to

recipients during the job search/new starts for up to one month or free Citycard cycle loans provided with free complementary cycle training, confidence building skills and bike accessories. In 2014/15 **8,686 jobseekers** have received individual support and tailored travel advice through the Hubs to help them access work and training with **1,015** benefiting from the travel support package for new starters, apprentices and learners. Additional data on the Community Hubs access to employment support package is provided in **Appendix E**.

- The **Mobile Travel Centre "Infobus"** extends travel centre services such as journey planning, travel information, smartcard issue and top up, hire of electric mobility scooters and Citycard cycles into local neighbourhoods. In 2014/15 the Infobus provided services in 6 areas of Nottingham on a weekly or twice weekly basis and issued/renewed 1,200 Citycards. **Personal journey planning support** has been provided to 5,713 local residents via the Mobile Travel Centre and the Community Travel Hubs through face to face advice and information, travel surgeries, email phone or post communication.
- **AccessAdvisr** launched in Nottingham in June 2013 with an interactive website and smartphone app providing ease-of-access information in a map based style for residents and visitors to Nottingham. Access Advisr is available in three places in the UK (Nottingham, Lowestoft, Milton Keynes). Development of community pages continued in 2014/15 providing local interest information on events, contacts and points of interest. The AccessAdvisr team met with 10 local disabled people's interest groups and engaged with 135 local groups. By 2014/15 the website had received almost 1,600 hits from local residents with 220 searches made for accessibility information. This relatively low level of usage reflects the specialist nature of the the information and the relatively kow level of internet usage amongst some groups of disabled and older people.

5.2 Progress towards Accessibility Outcomes

PI 7: Accessibility to a town centre and key services

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 has 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 0.2%. Accessibility however, still remains higher than the original baseline.

Graph 5.1: Accessibility levels, Greater Nottingham

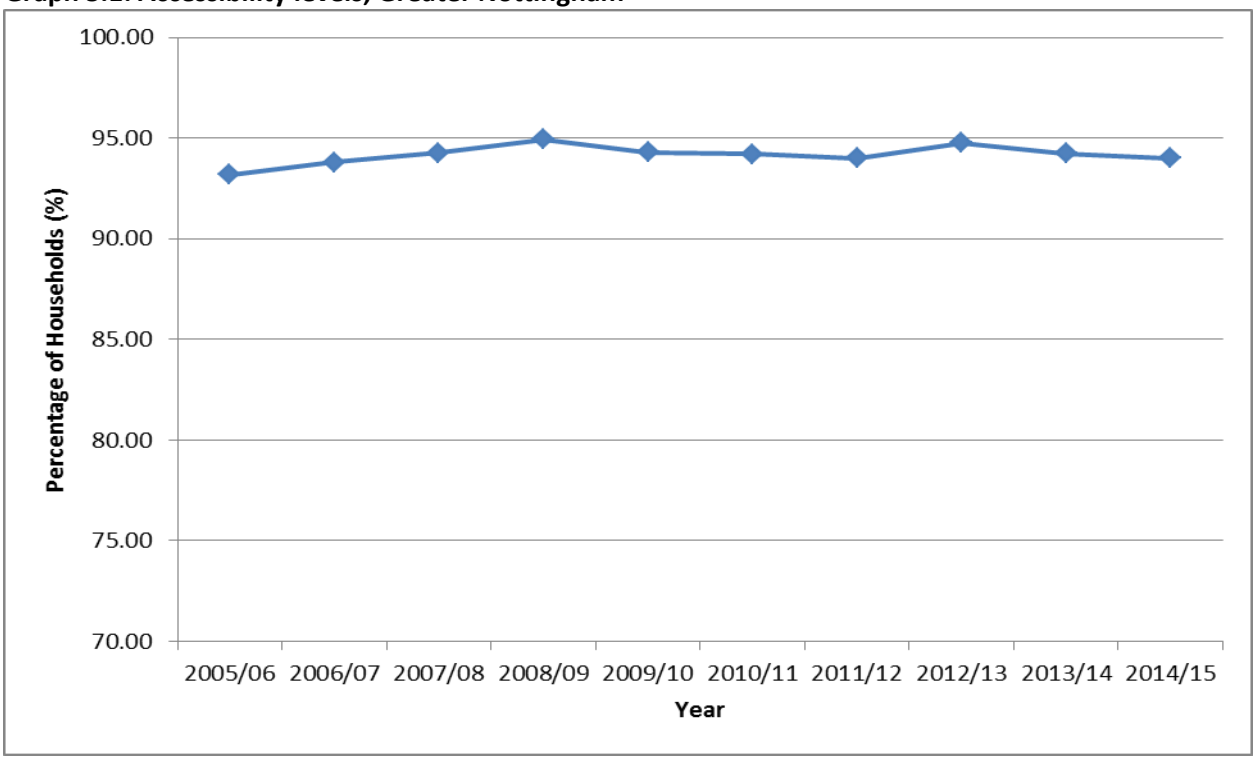


Table 5.1: Accessibility levels, Greater Nottingham

	Percentage
2005/06	93.19
2006/07	93.79
2007/08	94.27
2008/09	94.95
2009/10	94.30
2010/11	94.21
2011/12	94.00
2012/13	94.77
2013/14	94.25
2014/15	94.01

This is the last year of the council collecting this indicator within this format. In previous years, this indicator has utilised a modelling tool known as Accession. This software has been discontinued, and replaced with new software known as TRACC. As a result of changes to the modelling undertaken, there is likely to be a break in the figures provided through a change in how these calculations take place going forward.

PI 8: Satisfaction and perceptions of local transport

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 5.2: Percentage of residents satisfied with Local Neighbourhood

	2010	2011	2012	2013	2014
City	81%	85%	84%	88%	87%

PI 18: Worklessness Rates PI18

Data back to 2000 indicates that worklessness rates have historically been decreasing, before stagnating during the economic recession. Data since 2012 however, is showing a potential return to the previous trend of declining worklessness rates, although further data is required to confirm continuation of this trend. Both figures for the City and for Nottingham Urban Area follow a similar trend.

5.3 Progress on accessibility 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 have been reported in Section 5.2.

Table 5.2: Worklessness Rates, Nottingham City

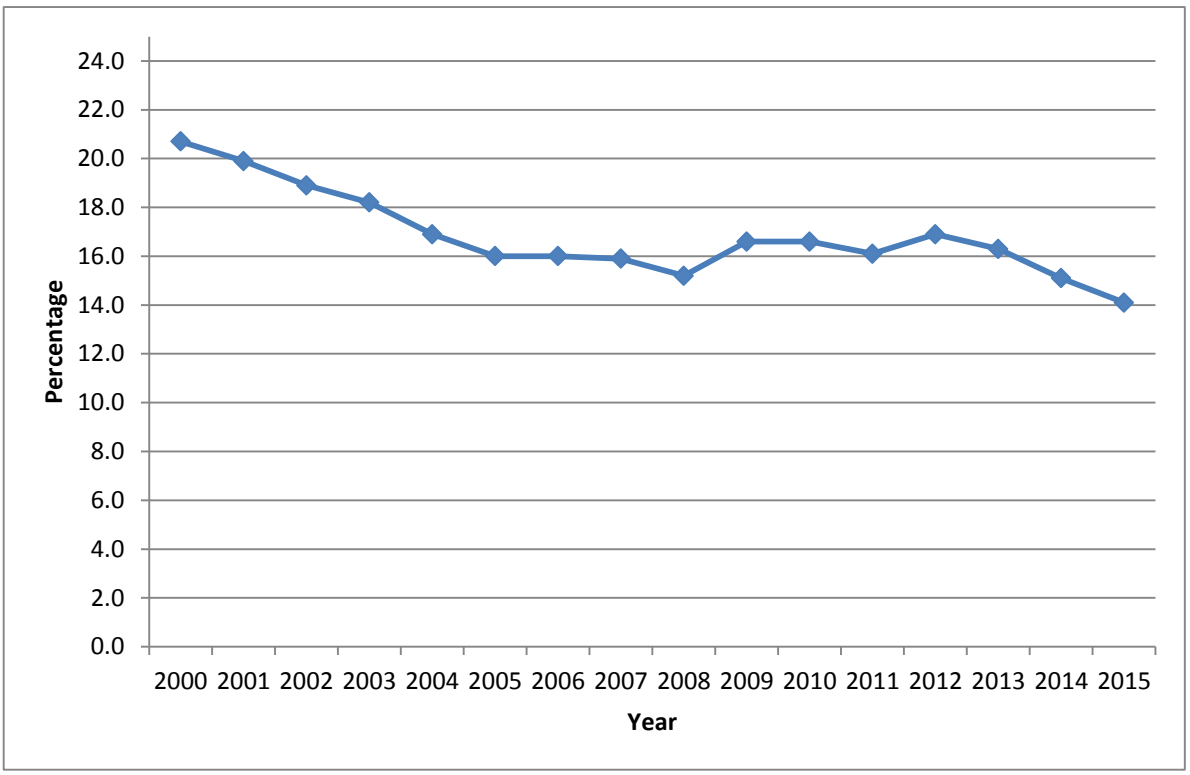


Table 5.3: Worklessness Rates, Nottingham Urban Area (NUA)

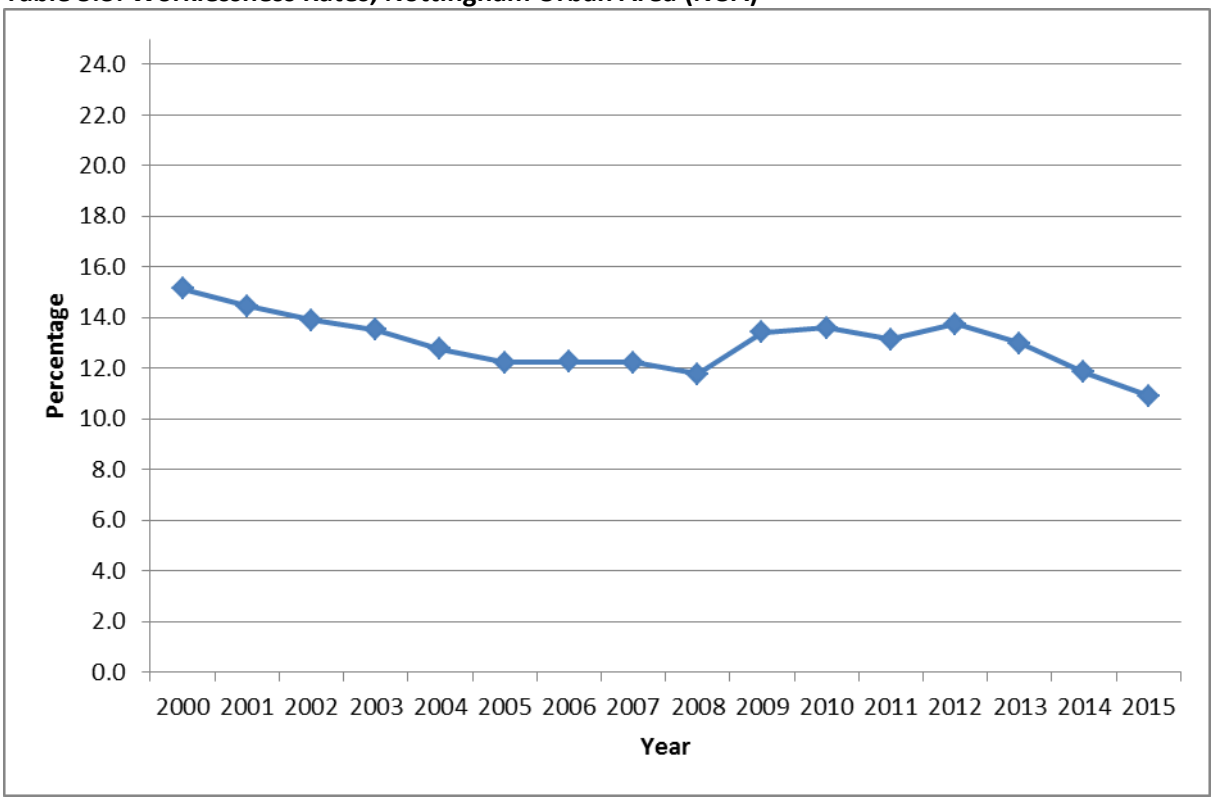


Table 5.3: Levels of Worklessness

	City Total	City %	NUA Total	NUA %
2000	36,175	20.7	65,850	15.1
2001	35,430	19.9	64,285	14.4
2002	34,440	18.9	62,430	13.9
2003	34,260	18.2	61,795	13.5
2004	32,950	16.9	59,170	12.8
2005	32,050	16.0	57,735	12.2
2006	32,800	16.0	58,845	12.3
2007	33,055	15.9	59,160	12.2
2008	32,215	15.2	57,525	11.8
2009	35,920	16.6	66,490	13.4
2010	36,750	16.6	68,150	13.6
2011	35,785	16.1	65,905	13.1
2012	37,565	16.9	68,760	13.7
2013	36,185	16.3	65,085	13.0
2014	33,465	15.1	59,215	11.8
2015	30,780	14.1	54,690	10.9

5.4 Insight on accessibility outcomes and impacts from the Nottingham Urban Area LSTF Programme Evaluation

To provide context to the 2014/15 information presented above, this section highlights some of the findings from the evaluation of the Nottingham Urban Area programme 2011/12 – 2014/15 regarding the contribution of the LSTF interventions to accessibility.

The evaluation considered the impacts on growth and accessibility together as these objectives were closely linked through project delivery so the majority of LSTF interventions that addressed one also addressed the other. The key evaluation findings have been reported in Section 3.0 Economic Growth and the outcomes and impacts relating to growth and accessibility are summarised in **Table 3.7**. This section highlights some of the specific findings with respect to improving accessibility not included Section 3.0. *Please note these findings apply to the overall LSTF delivery programme up to March 2015, not the 2014/15 year alone.*

The evaluation report identifies the **Jobseeker Kangaroo and the 16-19 Kangaroo support scheme** as LSTF projects having made a direct contribution to accessibility in the Nottingham urban area:

- The **Jobseeker Kangaroo** initiative supported 919 people back to work. Wider society is estimated to have benefited through the increase in people returning to work with 13% of jobseekers in receipt of a Jobseeker Kangaroo half fare pass finding employment during the LSTF period and 83% of the Jobseeker Kangaroo pass holders stating they would not have been able to access their interview or place of employment due to the cost of using public transport. The Jobseeker Kangaroo travel pass was reported, through focus group discussions, to have broadened travel horizons and improved the affordability of local public transport for people on low incomes who were looking for work. In total 193 people would not have been able to access their current job on affordability grounds without the benefit of the 50% discount on Kangaroo fares they received.
- **The 16-19 Kangaroo support scheme**, which provided over 9,250 young people from low-income households with free Kangaroo public transport passes, enabled a larger number of younger people to access employment and education opportunities in the conurbation – significantly improving their accessibility and generating an additional 150,000 new public transport trips with a value of valued £1.4m in social terms as trips that would not otherwise have been made.

Evaluation conclusions regarding programme impacts on accessibility

As previously stated it is not possible to clearly disentangle the impact of the LSTF programme from other local transport and employment initiatives. However, the corroborative datasets reviewed in the evaluation suggest that findings from LSTF programme outcome monitoring are consistent with observed positive macro-level impacts, including:

- Increased public transport, walk and cycle accessibility to local employment centres.
- Greater public satisfaction with their local neighbourhoods.
- A 5% increase in employment levels and a 10% reduction in worklessness across Greater Nottingham between 2011 and 2014.

While the extent of causality from LSTF-funded initiatives cannot be measured, it is reasonable to suggest that the LSTF initiatives have played a role in improving accessibility by public transport, cycling and walking as well as through through direct employment benefits.

6.0 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

6.1 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. In 2014/15 **the Ucycle project** engaged with 4,461 members of staff and students through 188 events across the participating organisations (University of Nottingham, Trent University, Nottingham Universities Hospitals Trust, Central College Nottingham, Bilborough College and New College Nottingham). During 2014/15, 359 Ucycle bikes were loaned to staff and students across the University campuses and 72 new cycle parking spaces were provided on campus.
- In 2014/15 our **Sustrans Schools officer** continued to work with 6 secondary schools and 1 primary school running assemblies and cycling promotion events (159 events in 2014/15) and providing cycle training, cycling curriculum enrichment activities such as cycle maintenance, engaging with over 6,280 students, 330 teaching staff and 90 parents. Hand-up surveys at the participating schools, show that the percentage of children travelling to school by active or sustainable transport has increased by 2.5% from 2013/14 to 79.4% and the number of children cycling to school at least once a week has increased by 5% to 12.2%.
- 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 was delivered in 35 primary schools during 2014/15 providing training to a total of 2,649 pupils.
- **Bikeability** has been delivered in 26 schools with 526 students taking part in Level 1 (32%) and Level 2 training (29%).

Community active travel promotions:

- Sustrans and GNTP in conjunction with the City Council supported an annual programme of **31 active travel events** during 2014/15 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 34,000 attendees, of which 3,100 were actively engaged in meaningful conversations around travel behaviour change and support.
- **The Community Smarter Travel Hubs** offer a wide range of walking and cycling services to engage the local community in active travel. In 2014/15:
    - 1,180 adults received cycle training
    - 1,158 people took part in led rides
    - 1,555 people received bike maintenance services (Dr Bike)
    - 1,142 people gained cycle skills such as bike maintenance
    - 1,929 adults took part in led walks
- An 8th **Cycle Centre** was launched in 2014/15. The Cycle Centres, run by the Community Smarter Travel Hubs, provide community based weekly sessions offering expert tuition, free hire bikes,

family friendly training, led bike rides and cycling advice and information in Bestwood, Stapleford, Redhill, Carlton, Bulwell, Calverton, Aspley and Eastwood.

- The **Cycling for All** programme of monthly summer Sunday events provided by Sustainable Travel Collective Ltd at the Queens Drive Park & Ride Ecohub continued in 2014/15. A total of 9 events were held at the Queens Drive Park and Ride site with 523 individuals attending and receiving advice and information, 360 individuals were provided with free cycle training and 88 cycles were checked by Dr Bike.

Safer environments for walking and cycling:

- **20mph limits:** In 2014/15 the 20mph limit schemes were implemented in a further 5 residential areas involving engagement with 44,250 residents. The 20mph limits scheme is now complete with a total of 9 residential areas treated across Nottingham City (Bilborough, Dales, Mapperley and St Ann's, Wollaton, Radford and Lenton, Wilford, Meadows, Clifton, Bestwood and Bulwell).
- **Safer Routes to School:** Integrated road safety improvements along Beckhampton Road were completed in 2014/215 following a detailed consultation process. The safer routes improvements have been designed to improve access to and from the Robin Hood Primary and Beckhampton Primary schools, nurseries in the area, an adventure playground and three neighbourhood shopping centres. 20mph zones have been implemented outside 104 schools in the County urban area.
- **Cycle route infrastructure works** along the River Leen continued in 2014/15 with a further 620 metres of cycle route including a new multi-user path boardwalk.

6.2 Progress towards Health Outcomes

PI 9: Road safety

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 25% reduction in total KSIs in 2014/15 (to 129) against the baseline (2005 - 2009 average) of 173. The annual downward trend is encouraging.

Graph 6.1: Total killed or seriously injured (Nottingham City) 5-year rolling average

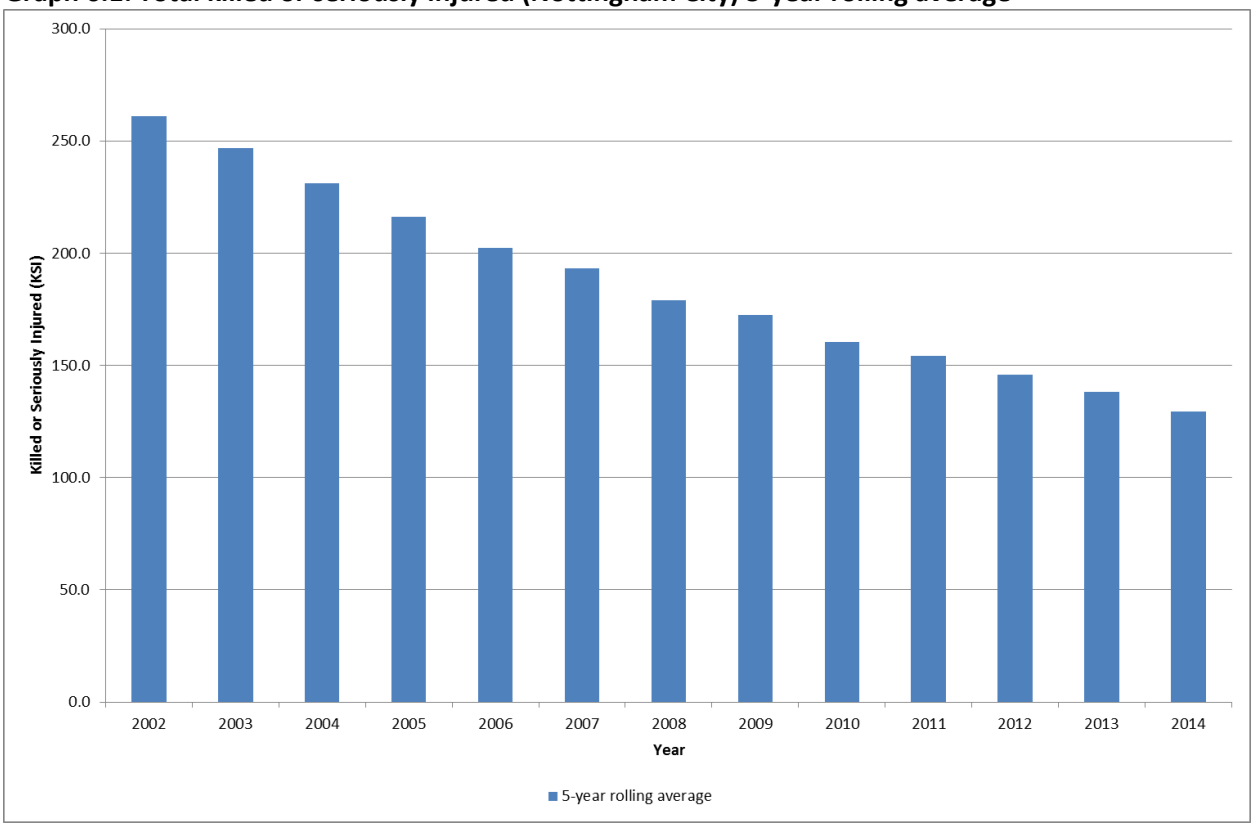


Table 6.1: Total killed or seriously injured (Nottingham City) 5-year rolling average

	Actual
2002	261.2
2003	246.8
2004	231.2
2005	216.2
2006	202.4
2007	193.2
2008	179.0
2009	172.6
2010	160.6
2011	154.4
2012	146.0
2013	138.2
2014	129.4

Total children killed or seriously injured after previously seeing a slight increase the previous year, has fallen back to 14 KSIs, similar to the 2012 figure. This is after a period of decline in KSIs since the start of the data series.

Graph 6.2: Child killed or seriously injured (Nottingham City) 5-year rolling average

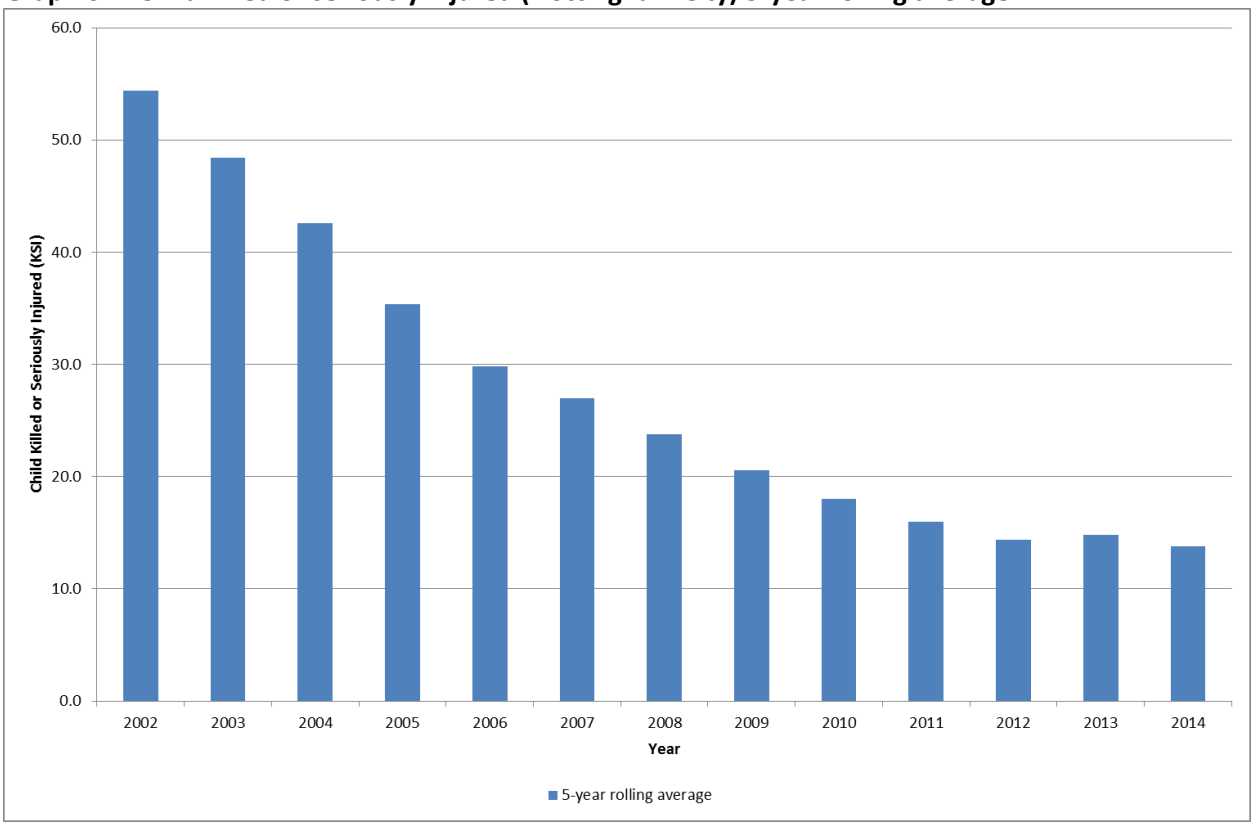


Table 6.2: Child killed or seriously injured (Nottingham City) 5-year rolling average

	Actual
2002	54.4
2003	48.4
2004	42.6
2005	35.4
2006	29.8
2007	27.0
2008	23.8
2009	20.6
2010	18.0
2011	16.0
2012	14.4
2013	14.8
2014	13.8

Total slight injuries, which is recorded as a 5-year rolling average, has seen a slight rise from 1056 in 2013 to 1064 in 2014. This however still represents a 4.1% decrease from the baseline figure of 1109 in 2010. Each of these baseline figures are made up of averages taken over the previous five years.

PI 10: Overall cycling levels

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. The total level of cycle use in 2014 has within the City seen an increase, seeing an additional 9.5% increase from 2015, a 133.1% increase in the cycling levels since the 2010 baseline figure. The Greater Nottingham figures have also increased, but at a slower rate than the City, with a 8.4% increase in cycling from the previous year.

Graph 6.3: Cycling Levels

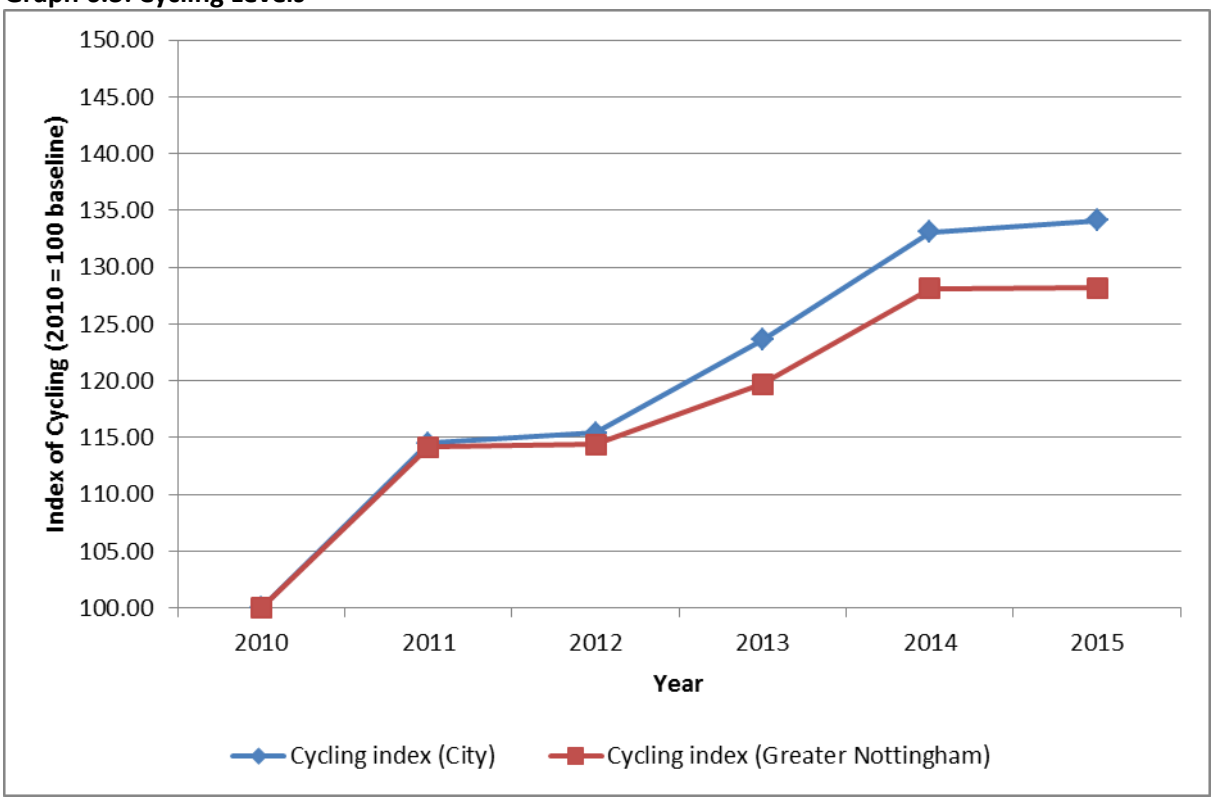


Table 6.3: Cycling Levels

	Cycling Total (City)	Cycling Total (GN)	Cycling index (City)	Cycling index (GN)
2010	631,730	1,106,493	100.0	100.0
2011	992,476	1,605,632	114.5	114.2
2012	1,000,591	1,573,934	115.4	114.4
2013	1,071,601	1,645,999	123.6	119.7
2014	1,153,497	1,773,310	133.1	128.1
2015	1,162,504	1,774,727	134.1	128.2

This indicates 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. For completeness, figures for 2015 have been provided, which indicate that an increase in cycling is still occurring, but at a lower level than previous years.

Going forward, Nottingham City Council has secured £6.1m of Local Growth Fund towards a Cycling Ambition Package across four corridors radiating from the City Centre. The scheme, to be completed in 2017, will create a step change in cycling provision across the city, with the intention of building upon the growth in cycling to date.

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

The City Council has completed the implementation of 20mph speed limits in residential areas.

Table 6.4: Total KM of roads with 20mph speed limits

	2010	2011	2012	2013	2014
City	0km	0km	~14.4km	~57.9km	~580km

PI 12: Adult physical activity levels

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 6.5: Percentage of individuals undertaking 3x30mins physical activity per week

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

PI 13: Percentage of adults overweight or obese

This data is from the annual Citizens Survey undertaken by Nottingham City Council/NHS. This dataset has been discontinued as part of the Citizens Survey from 2014 onwards.

Table 6.6: Percentage of adults classed as overweight or obese

	2007	2011	2012	2013
City	60%	45.2%	45.7%	45.1%

6.3 Progress on health impact indicators

PI 19: Increase in life expectancy
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). Data for 2014 is not available due to changes in methodology.

Table 6.7: Difference in live expectancy between Males and Females

	2010	2011	2012	2013
City	10 years	10 years	9.2 years	9.1 years

PI 20: Reduced health inequalities
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 6.8: Mortality rate per 100k for Circulatory diseases

	2010/11	2011/12	2012/13	2013/14	2014/15
City	97.45	95.8	83.6	111.8	109.5

6.4 Insight on health outcomes and impacts from the Nottingham Urban Area LSTF Programme Evaluation

To provide context to the 2014/15 information presented above, this section highlights key findings from the programme level evaluation regarding the contribution of the LSTF interventions to health. *Please note these findings apply to the overall LSTF delivery programme up to March 2015, not the 2014/15 year alone.* An executive summary of the evaluation report is provided in **Appendix I** and the full report will be available at https://nottinghaminsight.org.uk/d/166370.

As would be expected, health related outcomes and impacts these are primarily attributable to interventions and projects that resulted in increases in local walking and cycling activity levels, as well as to the 20mph speed limit programme which improved road safety.
The evaluation identifies the following LSTF projects as making the greatest contributions to public health:

- The **20mph speed limit area initiative**, through which respondents were more inclined to walk in their local area as a result of the greater perceived safety of local streets. The one day samples of before and after walking and cycling trip counts were too small to infer meaningful behaviour change. However, the Sherwood 20mph area benefitted from an average reduction of 290 fewer vehicles passing through it each day, following the introduction of the lower speed limit. As well as the £5.60m in appraised economic benefits calculated across all eleven 20mph speed limit areas (accruing primarily to the NHS through casualty reduction), there are considered to be unknown air quality impacts associated with the reduced vehicle flows in these residential areas of Greater Nottingham.
- The **Ucycle projects** delivered across local Universities, Hospitals, and FE Colleges encouraged an additional 1,054 people to cycle; and 1,149 people to walk; in order to regularly access their place of work or education in the Nottingham Urban Area. Over 480,000 additional walk and cycle trips were reported with an estimated annual increase in 714,600 cycle kilometres and 502,000 walking kilometres. This project alone was calculated to have generated over £1.01m of local economic

benefits attributable to health impacts using the WHO's HEAT tool, based on an assumption that 50% of all beneficiaries were affected by the reported increases in cycling levels.

- The **combined impact of Community Smarter Travel Hubs initiatives**; which included Personal Travel Planning (for residents and jobseekers), cycling training, led walks and rides. Collectively, these initiatives reported average increases in cycling of between 7.5-28km per user per year, or an average of 16.3 minutes of additional cycling per user per day (in the case of cycle training beneficiaries). They also resulted in an average increase of between 8.9 and 24 additional kilometres of walking activity per user per year. The WHO's HEAT tool was used to estimate that these initiatives generated over £0.82m of quantifiable monetary health benefits, while a further £0.81m of benefits are attributable to the accident reduction and local air quality contribution of the estimated 22.4m fewer car kilometres driven as a result of the increase in walking, cycling and public transport use attributable to these initiatives.
- Users of the **Citycard Cycle Hubs and Cycle Hire** service respectively reported average increases of between 5.8 and 3.0 minutes of cycling activity per user, per day. These increases were the result of people cycling greater distances, and/or choosing to make trips by bicycle that they would previously have completed using other modes, or not made at all. The WHO HEAT tool was used to it is estimated that these initiatives generated £0.4m of quantifiable economic benefits using WHO HEAT Tool.

It should be noted the WHO HEAT tool cannot be used to estimate the economic value of physical activity undertaken by people under the age of 16. Consequently the health impacts arising from LSTF initiatives that engaged with young people (Bike It, Bikeability, and Lifecycle) are under-stated in relation to those which involved adult populations and so it is likely that the health impacts of the whole LSTF programme are higher than those stated.

Table shows the primary health-related outcomes and impacts from the Nottingham Urban Area's LSTF programme. In total these initiatives are estimated to have generated monetised benefits of £9.64m during the LSTF delivery period of April 2011 to the end of March 2015.

The evaluation identifies the following LSTF projects as making the greatest contributions to public health:

- The **20mph speed limit area initiative**, through which respondents were more inclined to walk in their local area as a result of the greater perceived safety of local streets. The one day samples of before and after walking and cycling trip counts were too small to infer meaningful behaviour change. However, the Sherwood 20mph area benefitted from an average reduction of 290 fewer vehicles passing through it each day, following the introduction of the lower speed limit. As well as the £5.60m in appraised economic benefits calculated across all eleven 20mph speed limit areas (accruing primarily to the NHS through casualty reduction), there are considered to be unknown air quality impacts associated with the reduced vehicle flows in these residential areas of Greater Nottingham.
- The **Ucycle projects** delivered across local Universities, Hospitals, and FE Colleges encouraged an additional 1,054 people to cycle; and 1,149 people to walk; in order to regularly access their place of work or education in the Nottingham Urban Area. Over 480,000 additional walk and cycle trips were reported with an estimated annual increase in 714,600 cycle kilometres and 502,000 walking kilometres. This project alone was calculated to have generated over £1.01m of local economic benefits attributable to health impacts using the WHO's HEAT tool, based on an assumption that 50% of all beneficiaries were affected by the reported increases in cycling levels.
- The **combined impact of Community Smarter Travel Hubs initiatives**; which included Personal Travel Planning (for residents and jobseekers), cycling training, led walks and rides. Collectively, these initiatives reported average increases in cycling of between 7.5-28km per user per year, or an average of 16.3 minutes of additional cycling per user per day (in the case of cycle training beneficiaries). They also resulted in an average increase of between 8.9 and 24 additional kilometres of walking activity per user per year. The WHO's HEAT tool was used to estimate that these initiatives generated over £0.82m of quantifiable monetary health benefits, while a further £0.81m of benefits are attributable to the accident reduction and local air quality contribution of the

estimated 22.4m fewer car kilometres driven as a result of the increase in walking, cycling and public transport use attributable to these initiatives.

- Users of the **Citycard Cycle Hubs and Cycle Hire** service respectively reported average increases of between 5.8 and 3.0 minutes of cycling activity per user, per day. These increases were the result of people cycling greater distances, and/or choosing to make trips by bicycle that they would previously have completed using other modes, or not made at all. The WHO HEAT tool was used to it is estimated that these initiatives generated £0.4m of quantifiable economic benefits using WHO HEAT Tool.

It should be noted the WHO HEAT tool cannot be used to estimate the economic value of physical activity undertaken by people under the age of 16. Consequently the health impacts arising from LSTF initiatives that engaged with young people (Bike It, Bikeability, and Lifecycle) are under-stated in relation to those which involved adult populations and so it is likely that the health impacts of the whole LSTF programme are higher than those stated.

Table 6.7: LSTF outcomes and impacts related to health

Outcome	**Evidence sources**
Increases in time spent… Walking: + 1.12 mins/person/day (assumed 250 walk days per year) Cycling: + 9.2 mins/person/day (assumed 120 cycle days per year)	Stated change surveys of beneficiaries of Citycard Cycle Hubs and Hire service, Adult cycle training, and the Workplace Challenge
1.4m additional cycling trips 1.6m additional walking trips	Monitoring survey data from all LSTF-funded initiatives with discernible walk & cycle impacts
Increases in the average distance travelled by… Walking: + 58 km/person/year Cycling: + 144 km/person/year	Stated change surveys with beneficiaries of PTP delivered at Smarter Travel Hubs / mobile travel centre/to jobseekers, led walks and rides, 20mph speed limit zones, Nottingham Car Club, Ucycle and Lifecycle, measured activity from Cycle Live events
-2.18m car trips reduce traffic noise	Inferred contribution from WebTAG outputs
-28 serious road incident casualties +4 slight road incident casualties	Monitoring of 3 year moving average incident data for Sherwood 20mph Zone
Impacts (2011-15)	
87,424 people changed their cycling behaviour and 63,288 people changed their walking behaviour, with the majority indicating they do more activity post-LSTF. £3.05m of health-economic benefits (at 2015 prices) were attributable to LSTF beneficiaries. This is an estimate of the value of reduced mortality among adult LSTF beneficiaries calculated using the WHO Health Economic Assessment (HEAT) tool. £0.99m of monetised economic benefits derived from with the reduced number of accidents associated with 28.4m fewer car kilometres travelled by beneficiaries. £5.60m of benefits to society (primarily the NHS and wider economy) resulting from road casualty reductions in 20mph zones.	

In addition to the physical health benefits, the increases in walking and cycling activity levels reported through LSTF programme monitoring activities are also significant from the perspective of **mental health and wellbeing**. Studies by the University of East Anglia's (UEA) Norwich Medical School and the Centre for Health Economic at the University of York found t**hat active travel improved mental wellbeing** in a number of areas including concentration, the ability to make decisions and enjoy normal daily activities, and reducing stress.

As reported in Section 4.0 Carbon and Air Quality the evaluation estimates a total of 28.4m fewer car kilometres travelled are attributable to all LSTF interventions in the Nottingham Urban Area, which could be expected to have a corresponding reduction in key air pollutants, thereby **improving local air quality**. Based on monitoring survey respondent's stated reductions in car trips it is estimated that around 0.28 fewer tonnes of Particulate Matter (PM) and 4.3 fewer tonnes of Nitrogen Oxides (NO_x)

have been emitted from private cars travelling in the Nottingham Urban Area as a result of the LSTF programme.

The 28.4m fewer car kilometres travelled were also calculated to have generated £0.99m of monetised **accident reduction benefits**. In addition to these values, the reduction in vehicle trips is estimated to have contributed to small reductions in **local traffic noise levels**, which were valued at £0.06m over the four year delivery period. Traffic noise is a reported contributor to mental disorders, poor sleep quality and psychological distress symptoms.

Evaluation conclusions regarding programme impacts on health

Monitoring survey and out-turn delivery data collected through the course of the LSTF programme suggest the public health impacts of LSTF-funded initiatives and projects have been positive and significant. Over 26% of all LSTF programme beneficiaries reported they now walk for an average of 1.1 minutes more (on an assumed average of 250 days per year), while 35% of programme beneficiaries reported they now cycle for an average of 9.2 minutes more (on an assumed average of 120 days per year). Around 70% of these trips involved changes in travel behaviour which resulted in mode-switching away from motorised modes of travel, while roughly 30% were new trips involving physical activity which individuals did not make previously.

Although it is not possible to isolate the impact of changes in local people's active travel behaviour from the context of wider public health trends; the LSTF programme's reported outcomes appear consistent with the following local impacts between 2010 and 2014:

- A 20% reduction in Killed and Seriously Injured road incident casualties.
- ~30% growth in local cycling levels (50% in key intervention areas), exceeding the national average of 20% over the same period.
- A 19% increase in the proportion of the population undertaking 30 mins of physical activity at least 3 times per week.
- A 25% reduction in the percentage of adults classed as overweight or obese.
- An average 9.5% reduction in Nitrogen Oxide levels recorded at the Nottingham AQMA monitoring sites.

These findings are also consistent with wider evidence on the 'health dividend' of walking and cycling initiatives such as those delivered through the Nottingham Urban Area LSTF programme.

7.0 Communications and Marketing

7.1 Overview

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 has been fundamental to the programme's overall success. Analysis of socio-demographic data, such as Mosaic, when planning the LSTF programme, 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 has been an essential element of the LSTF programme delivery.

The development of the Transport Nottingham communications platform has increased our audience reach giving us a more responsive, immediate and informal voice, facilitating two-way communications and creating a community of interest around sustainable transport in the Nottingham urban area. This approach provides immediate opinion and feedback loop on the LSTF initiatives supplementing more traditional approaches to determine local opinions on transport measures, such as the periodic Big Idea Survey of public and business representatives and individual project monitoring through surveys of travel behaviour and customer satisfaction.

7.2 Big Idea Survey 2015: Opinions and attitudes regarding LSTF initiatives

The Big Ideas Survey is a transport survey of both members of the public and local businesses to explore opinions and attitudes to transport in relation to Nottingham City and Nottinghamshire County Councils' Local Transport Plans (LTPs) and the Big Wheel transport marketing campaigns to help to inform the design of future transport initiatives. Surveys have been conducted since 2001 and repeated in 2003, 2004, 2006, 2008, 2012 and 2015. The 2015 survey, carried out in spring 2015, incorporated LSTF-related questions in order to assess the impact of specific impacts of the LSTF programme. The Big Ideas 2015 Survey Final Report (June 2015) is available at https://nottinghaminsight.org.uk/d/166251

The 2015 Big Idea Survey provides some insight on the visibility and uptake of LSTF programme activities. However it should be noted that the sample size of 2,135 individuals and 200 businesses means that the results are only a snapshot of attitudes towards the LSTF programme and is not necesssarily representative of the wider population.

Public awareness and use of LSTF related schemes:

The services which respondents to the public survey were most aware of were:

- 'Kangaroo' Smart Card (61%).
- Electric buses now operating on Local Link services (58%).
- Citycard Cycle hire scheme (57%).

This in part reflects the high visibility of these schemes within the city.

In contrast the services the respondents were least aware of were:

- Activities run through Big Wheel Workplace Challenges (13%).
- City Car Club flexible hourly car hire (9%).
- Smarter Travel Hubs offering advice and support (7%).

This may in part be due to the greater neighbourhood focus and more targeted nature of these schemes.

The most widely-used LSTF-funded services were electric buses (21%), the Kangaroo smart card(18%) and the on-street PT retail network (10%). In terms of satisfaction, the vast majority of respondents which had used at least one of the schemes found them very or quite useful, with many of these achieving 90%+ satisfaction, with relatively low percentages being negative.

Table 7.1: Public awareness and use of LSTF funded schemes

Measure	Aware	Used	Used (n) of which:	Found Very/Quite useful	Neither/Or	Not Very/at all Useful
Kangaroo Smartcard	61%	18%	325	93%	4%	3%
Electric Buses	58%	20%	376	97%	3%	0%
Citycard Cycle Hire	57%	4%	68	97%	3%	0%
On-street PT retail network	49%	10%	191	82%	13%	5%
Residential 20mph speed limits	47%	N/A	N/A	N/A	N/A	N/A
Citycard Cycle Hubs	42%	2%	26	88%	8%	4%
Cycle Live / Great Notts Bike Ride	26%	4%	71	98%	1%	1%
Electric Vehicle Charging	20%	1%	27	93%	7%	0%
Workplace Travel Planning / Challenge	13%	1%	16	94%	0%	6%
Ucycle Bike Loans	13%	1%	13	92%	0%	8%
City Car Club	9%	<1%	2	50%	50%	0%
Community Smarter Travel Hubs	7%	<1%	3	100%	0%	0%

Awareness of LSTF related schemes – Businesses:

Results for businesses are differentiated between Small and Medium Enterprises (SMEs) and large businesses. There was a difference reported in terms of the awareness of programmes between SMEs and Large businesses as shown in Tables 7.2 and 7.3.

Table 7.2: SMEs (190) awareness/use of LSTF funded schemes

Measure	Aware	Used
Citycard Cycle Hire	15%	3%
Citycard Cycle Hubs	12%	3%
Advance bulk purchase of Kangaroo day tickets	10%	8%
Big wheel business club events	9%	2%
Travel Planning support	9%	1%
Support for setting up annual staff travel pass purchase	8%	3%
Provision of personal journey planning advice	8%	1%
City Car Club	8%	2%
Electric Vehicle Charging Points	7%	2%
Big Wheel Workplace Challenge	6%	2%
Council grants for cycle infrastructure / parking management	6%	2%
Ecostars fuel-efficient training	4%	2%

Table7.3: Large businesses (10) awareness/use of LSTF funded schemes

Measure	Aware	Used
Advance bulk purchase of Kangaroo day tickets	60%	30%
Support for setting up annual staff travel pass purchase	60%	30%
Big wheel business club events	50%	10%
Citycard Cycle Hire	50%	20%
Travel Planning support	50%	10%
Citycard Cycle Hubs	50%	30%
Electric Vehicle Charging Points	50%	20%
City Car Club	50%	0%
Provision of personal journey planning advice	40%	0%
Big Wheel Workplace Challenge	40%	20%
Council grants for cycle infrastructure / parking management	40%	20%
Ecostars fuel-efficient training	30%	10%

A greater proportion of larger businesses were generally aware of the range of LSTF-funded services than SMEs. SMEs and large businesses were most aware of:

- The CityCard Cycle Hire service (15% of SME's and 50% of large businesses); and
- Advance bulk purchase of Kangaroo tickets (14% of SME's and 60% of larger businesses).

The LSTF-funded initiatives about which local businesses demonstrated the lowest levels of awareness were the Ecostars fuel efficient driving scheme, and the Big Wheel Workplace Challenge.

Larger businesses were also much more likely to use the LSTF-funded services provided by the Council and its delivery partners. The ten large businesses surveyed had used these services 20 times, an average of 2 services each. In comparison the 190 SMEs surveyed had used the LSTF services a total of 34 times between them, an average of 0.2 services per business. Looking at the conversion rates, the ratio between business awareness and usage, the rates of larger businesses were considerably higher than SMEs. The average conversion rate for larger businesses was 54% whilst that for SMEs was 21%.

The services that appear to have the highest rates of conversion among local businesses (based on the ratio between awareness and use of services) are:

- Advance bulk purchase of Kangaroo day tickets (50% conversion among large employers, and 43% among SMEs).
- Citycard Cycle Hubs (60% conversion among large businesses).
- Support for setting up annual staff travel pass purchase, grants for cycling infrastructure/parking management, and
- The Big Wheel Workplace Challenge (50% conversion among large businesses).

Table 7.4: Ratings by local businesses (both SMEs and Large businesses) of LSTF funded schemes

Measure	Used (n) of which:	Found Very/Quite useful	Neither/Or	Not Very/at all Useful
Citycard Cycle Hire	5	80%	20%	0%
Citycard Cycle Hubs	6	60%	20%	20%
Advance bulk purchase of Kangaroo day tickets	15	47%	0%	53%
Big wheel business club events	3	33%	33%	33%
Travel Planning support	2	0%	0%	100%
Support for setting up annual staff travel pass purchase	5	60%	20%	20%
Provision of personal journey planning advice	1	100%	0%	0%
City Car Club	4	75%	0%	25%
Electric Vehicle Charging Points	3	33%	33%	33%
Big Wheel Workplace Challenge	3	33%	0%	66%
Council grants for cycle infrastructure / parking management	4	75%	0%	25%
Ecostars fuel-efficient training	3	100%	0%	0%

7.3 Transport Nottingham – digital accounts

A key achievement of the LSTF programme is the creation and growth of the Transport Nottingham digital platform. In order to provide a great service and keep Nottingham moving during an unprecedented period of transport improvement, it has been essential to communicate effectively with our residents, businesses and visitors. The creation of the Transport Nottingham brand and associated accounts aimed to increase awareness and communicate more effectively and efficiently with members of the public and local businesses.

The Transport Nottingham social media platform has grown steadily over the LSTF programme starting with the launch of the Twitter account in July 2013 followed by a Facebook account in November 2013. In 2014/15 these were supplemented with the Transport Nottingham YouTube in September 2014 and a Stay Connected Gov Delivery Transport Nottingham newsletter in February 2015. Launch of an Instagram account is planned for 2015/16.

Four types of communication form the basis of the accounts:

- Service updates
- Signposting of information and services
- Promotion of events, services and activities
- Engagement and interaction

Traditional methods of communication including press releases, articles in local newspapers and printed materials are still used, with the digital media channels bringing an additional level of communication to our tool box giving us the ability to reach a large audience with a few clicks of a button.

Strong partnership working has been essential to ensure co-ordination with LSTF delivery partners including Greater Nottingham Transport Partnership, Sustinable Travel Collective Ltd (who manage The Big Wheel, Ridewise, TravelRight Community Travel Hubs), Sustrans, Nottingham City Council Citycard Team, Nottinghamshire County Council colleagues the public transport operators. A coordinated approach has allowed a whole variety of different transport information and advice to be shared through the Transport Nottingham accounts, from events and activities to road closure advice and information using the forward planner (social media calendar) as a guide to producing messages proactively alongside reactive messages.

The accounts are also linked to our public transport operators' accounts, sharing any important information relating to services and enabling messages to reach a wider audience. We work closely with key contacts in the marketing departments of the local operators to ensure that any messages that require additional support or backing, particularly when service changes are made live are dealt with in a timely manner and with the support of our Transport Nottingham accounts.

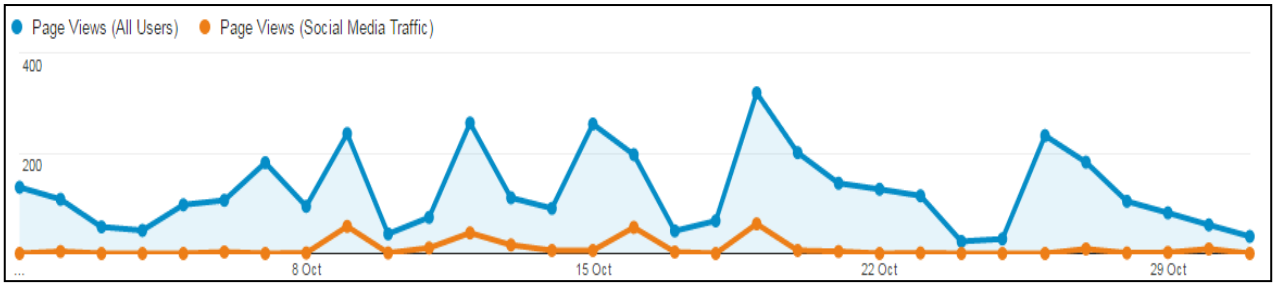
The conurbation-wide "Big Wheel" transport brand continues to be used to provide marketing support to other initiatives funded through the LSTF programme including Ucycle, ECO Stars and the TravelRight Community Hubs (Broxtowe, Gedling and the North of Nottingham City). Web stats show an average readership of the Big Wheel website of 3,709 per month. 24 press releases were distributed and support was given for the circulation partner releases. 18 bespoke online staff travel surveys were created for businesses supported through the Big Wheel Business Club, 12 newsletters were distributed to an average number of 3,200 individuals.

Building a Better Nottingham

The Building a Better Nottingham website (BBN) was created prior to the social media accounts as a place to hold information on the major transport projects taking place in Nottingham. The partnership website was created in house allowing the LSTF Project Team to maintain control over the website creating updates as and when we require them.

The promotion of BBN has been key to increasing visits to the site for information. Figure 7.1 shows that the peaks in visits to the site are often triggered by social media activity, whether it be a post specifically about a project linking through to the site or someone mentioning the site in their posts.

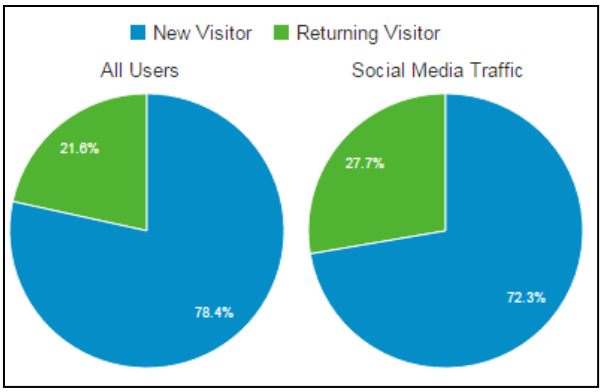
Figure 7.1 Pages views on Building a Better Nottingham website



Since the launch of the website in June 2013 there have been 151,226 page views to date with 72.3% of visitors via social media are new visitors, which demonstrates the power of the social media channels in bringing in new visitors to the site as shown in Figure 7.2.

This ability to track the utilisation of social media posts to access websites is monitored for all of the City Council's transport webpages and our external project websites. Regular monitoring allows us to track the success of individual posts and to evaluate our approach to communicating with businesses, visitors and residents accordingly.

Figure 7.2 New and returning visitors



Twitter www.Twitter.com/Transport_Nottm
Our Twitter account launched in July 2013 and is our most successful account to date with over 2,500 followers. Due to the limited character capacity for messaging, we use Twitter for the shorter snappier posts directing people to information in the most efficient manor usually accompanied with a picture of some kind to enhance the message.

Twitter has a detailed analytics section which provides a daily and monthly record of data along with a 28 day summary allowing tracking of whether overall numbers are increasing each month and if not we can evaluate why and respond proactively to improve communications with our followers. Approximately 80 new followers are gained each month on Twitter allowing us to meet our 1,000 followers per year target.

We receive the majority of our engagement over Twitter. This may be because the limitations of Twitter allow people to post short messages quickly to a variety of accounts at the same time. The capability to reach a large audience is also what makes Twitter a success, individual accounts with relatively small number of followers can engage with a vast audience with the help of the use of hashtags and retweets form fellow accounts. This ability is something that has been exploited through our Transport_Nottm account mentioning partners and including relevant hashtags in our messages meaning that some messages can reach upwards of 50,000 accounts.

Figure 7.3 Examples of Twitter messages







Facebook www.Facebook.com/TransportNottm
The TransportNottm Facebook account was launched in November 2013. Current profile of account users is 54% of account users are male, 31% are between the ages of 25-34 and 94% are from the UK.

Figure 7.4 shows demonstrates the take up and growth of the Twitter (green) and Facebook (red) accounts. It shows that Facebook is steadily increasing in its popularity but at a much slower rate than Twitter. This may be because although we are able to create more detailed posts on Facebook due to the larger character capacity, we have a much smaller level of engagement with our page followers.

Individuals will like and share our posts but very rarely post comments or questions to the account. This could be because individuals tend to use Facebook for more personal use and Twitter has become a forum for complaints and queries as people know that they will receive an instant response.

To investigate how people access our page we are able to use the Crowd Control analytics system which shows how people are finding our page. Figure 7.5 shows that over 50% of individuals are coming to our page directly, with much smaller numbers coming through from recommended pages or those who have liked our pages posts. This allows us to evaluate how we promote our page and identify ways to increase awareness such as boosting some of our posts so they show on individual's timelines.

Figure 7.4: Twitter and Facebook activity

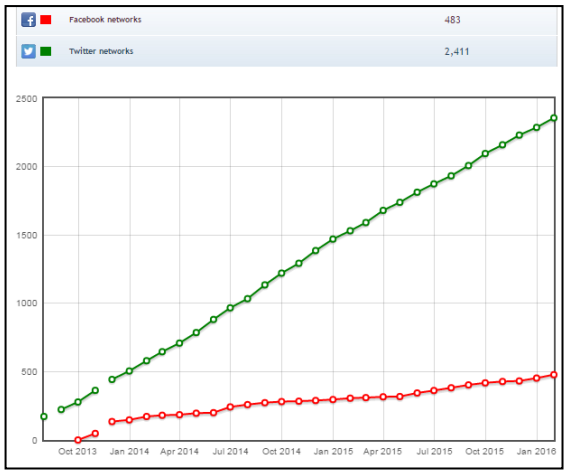


Figure 7.5: Source of Facebook visits

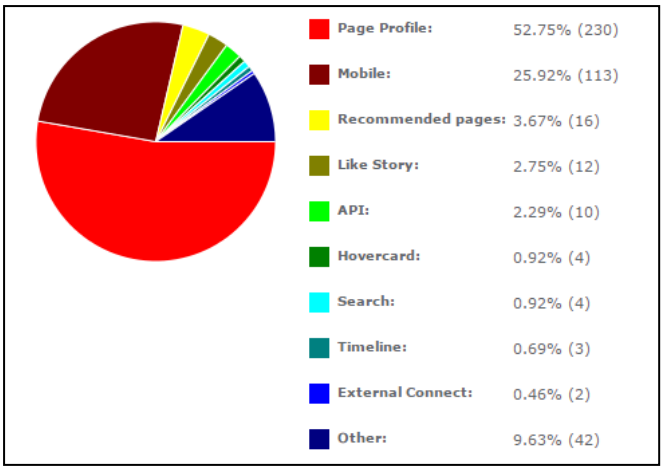


Table 7.5: Facebook/Twitter combined activity during in LSTF Phase 1

Year	Quarter	Outbound activity	Inbound activity	Engaged users	Followers
2013/2014	Q2	114	43	37	278
	Q3	225	54	78	654
	Q4	279	52	166	901
2014/2015	Q1	516	85	239	1,208
	Q2	527	114	271	1,505
	Q3	497	101	307	1,769
	Q4	330	104	219	2,000
Totals		**2,488**	**553**	**1,317**	**8,315**

YouTube www.YouTube.com/TransportNottingham

The YouTube account was launched in September 2014 to host the video based School Keep Clear campaign. The account has been developed to offer a wide range of videos focussing on a variety of different topics to support any campaigns that the transport teams are running.

Following the success of the "My journey" videos in 2013/2014 the City Council continued to work with local students at New College Nottingham to produce an additional 2 videos looking at the journeys of two separate individuals meeting together in Nottingham. The production of transport related videos with local students is set to become a key feature on a yearly basis.

The account has also subscribed to a variety of related accounts (City Car Club, University of Nottingham, Department for Transport etc) sharing and liking videos of interest to bulk up our presence on the site and increasing engagement in turn helping increase the reach of campaigns.

Table 7.6: YouTube data for 2014/15

Year	Quarter	Views	Watch time	Subscribers	Gender of viewers	likes
2014/2015	Q3	1,435	1,720	8	69% male	18
	Q4	1,091	1,307	1	68% male	1
Totals		**2,526**	**3,027**	**9**	**69% male**	**19**

Gov Delivery newsletter www.nottinghamcity.gov.uk/stayconnected
The Stay Connected newsletter was launched in February 2015 as more efficient way to communicate messages on LSTF initiatives alongside Building a Better Nottingham, Cycling and Citycard Savings. The new newsletter goes out to the combined subscribers of three previously separate newsletters. Combining these will ensure that a wide variety of topics are covered from various service areas giving a one stop shop for information.

The Gov Delivery system has a built in reporting system that lies within the management website providing month by month tracking of the newsletter opens, bounce rates, click averages etc allowing us to monitor which topics are popular and improve future issues. We aim to achieve an open rate of 20-25% consistent with the majority of online newsletter systems.

Table 7.7: Gov Delivery Newsletter readership in 2014/15

2014/15	Subscribers	Delivered	Total opens	Link clicks
February	Data Not available			
March	21,692	20,521	6,006	929

Campaigns and event support
The accounts are used as vital campaign tools. During Winter 2014/2015 TransportNottingham supported partners in promoting winter cycling activities across Nottingham using the hashtag #WinterCycling. Activities included cycle training and cycle rides through our Community Smarter Travel Hubs and winter cycling safety tips produced by The Big Wheel and Sustrans.

This campaign also promoted the Citycard Cycles free cycle hire period that commenced in November 2014 allowing residents and visitors to hire a bike for free for a 24 hour period from one of 28 on-street hire points using the text system. Feedback via social media alerted the team to confusion around the new process of hiring bikes for users enabling us to quickly develop a communications and engagement plan to address this. The campaign reached 523,109 accounts overall, the most successful campaign to date from a partnership perspective. Extensive website updates were also undertaken to ensure that the information on the Citycard Cycles hire scheme was up to date. The new webpages average just under 2,000 hits each month.

Online Journey planners were created for 11 major events within Nottingham which provide generic advice about the best routes to take to various events and information about any facilities such as cycle parking and public transport information to and from the events were produced and posted online and via social media channels.

Customer service
The accounts have a standard response time of 24 hours in line with NCC corporate guidelines. Meeting this standard means the Transport Nottingham platform has developed a reputation as a reliable source of information which individuals know they can trust.

The accounts use a friendly, fun and approachable tone providing people with a human connection, for example the usage of emojis including smiley faces makes the accounts more personable and easier to engage with. There are also specific format requirements which are followed, for example, the use of full stops at the end of messages has been removed as this often makes the message feel closed off and

gives the impression that a response is not permitted. Consistency of tone is maintained by the majority of responses being made by a one member of the LSTF Projects Team, with sign off by the Communications Officer or in some instances the Portfolio Holder as appropriate, depending on the sensitivity of the specific topic.

Next steps

The accounts, created under the Local Sustainable Transport Fund banner have been focussed on sustainable transport awareness raising and modal shift. However moving forwards, now Transport Nottingham has established a secure following, the accounts will be developed to include much more information on the major transport projects within Nottingham and better information on roadworks happening across the city.

Significant development has occurred within the Transport Nottingham brand and digital accounts since their creation and particularly in the past 12 months when the level of engagement has increased. Further development will mean that the Transport Nottingham digital accounts continue to increase followership and become one of the most successful transport accounts for information and advice.

8.0 Conclusion

8.1 Key achievements

2014/15 marked the final financial year of delivery of the Main LSTF programme which has been delivered on time with full spend achieved, including an additional £178,825 secured in the 2014/15 final settlement from DfT.

The LSTF partnership has continued to deliver positive outputs and outcomes. The key outputs areby Workstrand are summarised in **Table 8.1**. The key delivery highlights for this phase of the LSTF programme are:

- **Citycard smartcard integrated ticketing and retail network**: Consolidated and extended the Citycard offer as the key to local services across the urban area by: Supporting all operators in the urban area to become ITSO compliant; A suite of Kangaroo multi-operator ticketing variants, including the Jobseeker Citycard half-price Kangaroo offer for travel on bus, tram and local rail now accessible through a network of 20 on-street ticket machines and 140 Payzone points at retail outlets; The Citycard also acts as the Car Club membership card and provides access to Citycard Cycle hire and cycle parking facilities. There are currently 400,000 Citycards in circulation.
- **Community Smarter Travel Hubs**: A network of five community based behaviour change programmes providing innovative and creative approaches to neighbourhood engagement on sustainable travel.Neighbourhood Travel Co-ordinators work collaboratively with communities and local partners to deliver local events, activities and services to widen travel choices and address travel barriers. Key features include travel support packages for job seekers and a network of smarter travel volunteers to support project delivery. Having local people as advocates for sustainable travel has helped communication, increasing the spread of knowledge and awareness of travel options within the community, whilst improving the skills and capacity of individuals involved as a pathway to employment.
- **Development of a comprehensive cycle hire service and booking system:** A public hire network of 500 Citycard Cycles is available from Travel Centres and 38 mobile phone hire points across the city. The service also offers longer term hires to commuters, job seekers and new starters. This is complemented by the Ucycle cycle hire scheme which has 600 bikes on loan to staff and students through a partnership with Sustrans, and now operated by University of Nottingham and Nottingham Trent University, making this the largest hire scheme for students in England.
- The development and growth of the **Transport Nottm digital media platform** has enabled effective two-way communication with our target audiences providing a responsive feedback loop allowing immediate feedback on sustainable transport initiatives. The platform has also helped to people to engage and participate creating a community of interest around sustainable travel as a legacy of the LSTF programme.

The Nottingham Urban Area bid partnership secured an additional £1.180 million of LSTF funding to continue two key strands of the LSTF programme into 2015/16 maintaining momentum on the Community Smarter Travel Hubs including Active Travel events and Worksmart business support, which will continue to play a crucial in supporting local residents and commuters to make informed travel choices.

Table 8.1 Summary of key data for 2014/15 by LSTF programme workstrand

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

- Number of Kangaroo smartcards issued (includes day tickets, 1,3,6,12 month season tickets): **22,449**
- Number of half price Kangaroo tickets sold to Jobseeker Citycard holders: **24,380 tickets**
- Number of Kangaroo smartcards issued to 16-19 years old students: **3,266**
- Number of cycle hire bikes in circulation: **500 bikes**
- Number of cycle hire days recorded: **5,625 days**
- Number of secure cycle facilities in operation: **14 locations**
- Total visits to AccessAdvisr site made by people in Nottingham: **1,600 hits and 220 searches**

B: Community smarter travel hubs and places for people

- Reach of Hubs messages and communications: **409,234 people**
- Number of residents directly engaged through Hub activities: **22,300 people**
- Number of residents consulted about 20mph limits: **44,250 people**
- Number of jobseekers benefiting from advice: **8,686 people**
- Number of volunteers gaining skills/training: **60 people**
- Take up of personalised journey planning support (Infobus and Community Hubs): **5,713 people**
- Take up of community rides: **1,159 people**
- Take up of community led walks: **1,929 people**
- Number of people receiving cycle training: **1,180 people**

C: Worksmart business support activities and green transport infrastructure

- Number of businesses supported via the Worksmart business support scheme: **4,000 businesses**
- Number of employees engaged in support programmes via the Worksmart business support scheme: **24,000 employees**
- Number of vehicles rated in the ECO Stars programme: **4,869 vehicles**
- Take up of car club services: **221 members booking 7,649 vehicle hours and driving 43,371 miles**
- Number of electric buses operating on the Linkbus fleet: **45 buses**

D: Active travel solutions

- Number of active travel events (small, medium and large) supported by the Big Wheel Business Club and Sustrans**: 31 events** with over **34,000 attendees**
- Participation in Ucycle events: **188 events engaging 4,461 people**
- Number of Ucycle bikes loaned to staff/students: **359 loan bikes**
- Number of cycle spaces provided through the Ucycle programme: **72 cycle spaces**
- Participation in BikeIT events held: **159 events engaging 6,280 students**
- Number of schools engaged in Bikeability: **26** (with **526 students** undertaking training)
- Number of schools engaged in Lifecycle: **35** (with **2,649 students** undertaking training)
- Participation in Cycling for All events: **523** attendees of which **270** provided with information and **360** received cycle training

Further information and case studies are available including the individual annual progress reports for the five Community Smarter Travel Hubs, and for the Sustrans Secondary Schools Porgramme. These documents can be made available on request.

8.2 Monitoring and Evaluation

Nottingham City Council commissioned an independent evaluation to monitor and evaluate the success of the first phase Nottingham Urban Area LSTF programme. This evaluation has shown that the programme performed positively against all the agreed outcome targets (increasing sustainable mode share, stabilising traffic levels and reducing carbon emissions from transport, increasing access to employment and increasing cycling levels in key intervention areas) and was particularly strong in supporting people into employment and training.

The impacts evaluation study provides valuable information to shape future programme design and delivery. The findings suggest that initiatives which mix capital and revenue spending, and direct people to new sustainable transport infrastructure through personalised information and incentives, have been most effective. Initiatives to remove cost and information barriers for jobseekers also deliver very high value for money when wider economic benefits of individual's employment are included in the evaluation of impacts.

The key programme outputs and outcomes are summarised in **Table.8.2.**

Table 8.2 Key programme outputs and outcomes for 2011/12 – 2014/15:

- A total of over 250,000 people were engaged in some way through the Nottingham LSTF programme
- 919 additional people supported into work equating to 618 FTE positions
- 325,245 bus trips generated and a net increase of 66,234 additional public transport trips
- 87,424 people changed cycle behaviour generating 1.4m additional cycling trips, 2,824 more people cycling regularly, 9.2 mins average increase cycling/day and an Average increase of 144km cycled / annum / person
- 63,288 people changed walking behaviour with 1.6m additional walk trips and 2.3m additional km walked

Resulting in 2.18m fewer car trips, 28.4m fewer car km travelled and 23,529 fewer Tonnes CO2e emitted

The overall programme is estimated to have delivered a **Benefit:Cost Ratio of between 3.8 to 4.8** which represents a high to very high value investment.

Although less robust than the workstrand-by-workstrand value for money assessment, comparing the value of benefits generated by each individual project indicates 20mph speed limit areas, Jobseeker Kangaroo, Community Smarter Travel Hubs, Kangaroo free public transport travel for 16-19 year olds, and the Robin Hood smartcard projects generated the highest benefit values.

The Executive Summary of the evaluation report is given in **Appendix I** and the full report including data and modelling approach will be made available to DfT and published on Nottingham Insight at https://nottinghaminsight.org.uk/d/166370.

This local evaluation complements DfT's national LSTF evaluation programme. An interim meta-analysis which looked at the impact of the 12 large LSTF programmes up until 2013/14 was published in November 2015. This study includes the Nottingham Urban Area LSTF programme which featured positively in terms of the impact of the LSTF programme on traffic growth, cycling levels and jobseeker support:

- Nottingham has achieved an above average reduction in traffic over a period when there has been an above average increase in jobs and population, with a reduction in traffic of -2.4%, over the same period as an increase in population of +2.3% and an increase in jobs of +2.4%.
- TfQL estimates the number of jobseekers supported by the Nottingham Urban Area programme is equivalent to around 24% of the area's population of unemployed 16-64 years olds in 2013/14 and was one of the largest jobseeker support programmes in the LSTF programme
- The Nottingham urban area programme made the largest investment in supporting active travel.

DfT has commissioned an update of the meta-analysis up until 2014/15. This is due to report in January 2017 and the local evaluation work will feed into this process.

Contacts:

Jennie Maybury
Principal Transport Planner (Travel Demand Management) |
Transport Strategy
Development Department, Loxley House
Station Street, Nottingham NG2 3NG
T: 0115 876 3946
E: jennie.maybury@nottinghamcity.gov.uk

Robert Smith
Senior Transport Planner, Transport Strategy
Development Department, Loxley House
Station Street, Nottingham NG2 3NG
T: 0115 876 3604
E: Robert.Smith3@nottinghamcity.gov.uk

Website: www.nottinghamcity.gov.uk
Facebook: www.facebook.com/TransportNottm
Twitter: www.twitter.com/Transport_nottm