D2N2: Inspire and Connect Bid

29 March 2016



D2N2 Derby Derbyshire Nottingham Nottinghamshire

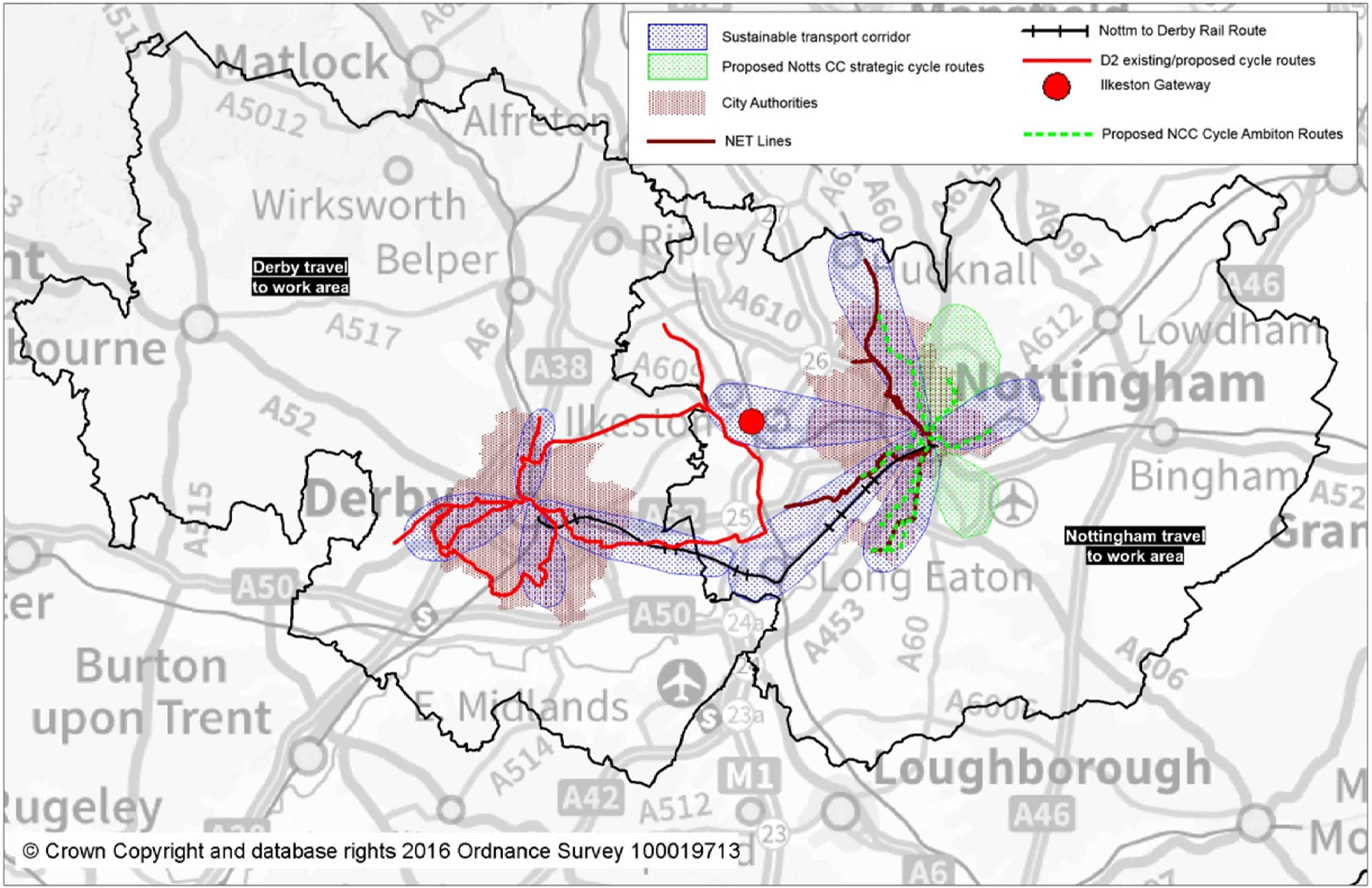
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D2N2 Inspire and Connect Bid Area



Sustainable Travel Transition Year Revenue Competition 16/17 - Application Form

Department for Transport

Applicant Information

Local transport authority name(s): Nottingham City Council (NCC - Lead Authority), Nottinghamshire County Council (Notts CC), Derby City Council (DCC), Derbyshire County Council (Derbs CC)

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SECTION A - Project description and funding profile

A1. Project name: D2N2 Inspire and Connect

A2. Headline description: The D2N2 local authorities collaboratively seek funding to continue delivering their highest value-for-money local sustainable transport initiatives. Independent evaluation evidence shows that these initiatives improve access to employment and support local economic growth by promoting low-carbon cycling, walking and public transport options. The programme is made up of scalable, 'ready to go' projects, that build on local LSTF legacies:

Employability Support to assist people who are not in employment, education, or training:
- Discounted local public transport travel for jobseekers + cycle maintenance training to develop skills.
- Bike and moped loans, and adult cycle training to broaden horizons

Workplace Travel to lock-in commuting benefits of local sustainable transport investments:
- Sustainable travel advice & grants for employers distributed via established business networks.
- Personal Travel Plans (PTP) for low-income households near sustainable transport services/routes.

Inspire and Motivate from promotional activities to targeted events focused on active travel options:
- Cycle training targeted at students, jobseekers, and residents near to cycle routes.
- A D2N2-wide approach to support and enhance existing and new Cycle Hire schemes.

A3. Total package cost (£m): £2.380m

A4. Total DfT revenue funding contribution sought (£m): £1.875m comprising: £0.935m for the City of Nottingham area (NCC) and £0.225m for the wider urban area negotiated with Notts CC, as well as £0.545m for the City of Derby (DCC) and £0.170m for its wider urban area (Derbs CC).

A5. Local contribution (£m): £0.505m comprising of revenue funding from the D2N2 local authorities and external funding sources. Further details are provided in Section B4. Letters of support confirming commitments from external sources are set out in **Appendix A**. In addition to these local contributions the partner authorities intend to link the Inspire and Connect programme with £3.15m of committed sustainable transport capital funding, which the D2N2 LEP is making available for the Derby and Nottingham Housing Market Areas via the Local Growth Fund.

A6. Equality Analysis: An Equality Impact Assessment screening exercise (**Appendix B**) has been undertaken in-line with the City Council's Equality Duty. The assessment showed the measures to be beneficial to a wide cross section of the community and no adverse impacts were identified.

A7. Partnership bodies: Nottingham City Council (NCC) coordinated this bid, working as a joint partner with Nottinghamshire County Council (Notts CC), Derby City Council (DCC), and Derbyshire County Council (Derbs CC). These four local authorities are the upper tier authorities responsible for transport delivery within the D2N2 LEP, and are collaborating on emerging Combined Authority proposals alongside delivery of a number of joint programmes. They are supported by partnerships comprising public, private and third sector organisations. NCC is responsible for managing the delivery

programme and will be responsible for financial management as central budget holder. It will work closely with key funding and delivery partners, the most significant of which are set out below:

Key Funding Partners:

- **Nottinghamshire County Council** is a joint partner for this bid and will oversee measures delivered in Broxtowe, Gedling, Rushcliffe and Hucknall. There is a long history of joint working between NCC and Notts CC on planning and transport through Core Strategy and LTP processes.
- **Derby City Council** is a joint partner for this bid and will oversee measures delivered in the urban area of Derby City. DCC, NCC and Notts CC recently collaborated on a successful Go Ultra Low City bid for OLEV funding, and view this collaborative bid as an opportunity to explore economies of scale for sustainable transport delivery across the D2N2 area ahead of the Access Fund's launch.
- **Derbyshire County Council** is a joint partner for this bid and will oversee measures delivered in the urban fringe areas of Duffield and Little Eaton, as well as the housing growth areas to the west of Derby City. Derbs CC's implementation of the Derbyshire Cycle Plan and Cycle Friendly Places initiative will also improve cycling links along the Derwent Valley to the Peak District National Park.
- **Derby, Derbyshire, Nottingham, Nottinghamshire (D2N2) Local Enterprise Partnership (LEP)** is delivering the economic strategy of the area. The LEP is a key strategic partner endorsing this bid, and a funding source for Local Growth and Access Fund capital infrastructure investment.
- **Broxtowe Borough Council** which is committing S106 funding to support cycle training for jobseekers and young people.

Key Delivery Partners:

- **Public Health** teams at DCC and NCC, who fund and support the Live Well and Move More programmes in Derby, and community cycling initiatives in Nottingham.
- **Jobcentre Plus** working to support jobseekers and **Ingeus, A4E** (agencies contracted by the Department for Work and Pensions) to support long term unemployed in their areas have been working to promote the half price public transport travel incentive to eligible Job Seekers and the long term unemployed people Derby and Nottingham.
- **The Sustainable Travel Collective**[1] (comprising Ridewise, The Big Wheel, and TravelRight) will continue to provide adult cycle training targeted at jobseekers and young people. It will also support active travel events and business engagement targeted at improving workplace accessibility by walking, cycling and public transport.
- **Sustrans**[2] will deliver the Bike It for jobseekers in Derby, as they have during the LSTF programme from 2011-15, and continue supporting active travel events and local engagement activities.
- **Life Cycle UK** delivers the Bike Back Derby bike recycling and cycle maintenance training skills development course, working with offenders and remanded prisoners in the local area.
- **Aecom** will be the primary delivery agent for household Personalised Travel Planning targeted at lower-income households and jobseekers close to new bike/walk and public transport infrastructure.
- **Rural Action Derbyshire** will deliver the Wheels 2 Work bike and moped loan service in DCC and Derbs CC areas.
- **ITP** will continue to deliver Connected Business Travel Advice support in Derby, through which over 250 businesses have participated in workplace travel planning activity since 2013.
- **British Cycling –** partners with DCC and NCC to provide instruction for local people to train as cycle leaders and route planners, and up-skilling the local community in respect of cycling. They are key contributors to delivering the Nottingham Cycle City vision and Derbyshire Cycling Plan.
- **Local public transport operators** including Arriva, Trent Barton, Nottingham City Transport, Your Bus, Notts and Derby, Tramlink, CrossCountry, and East Midlands Trains. They will continue to act as engaged partners in the initiatives in Derby and Nottingham that improve access to employment, education and training for jobseekers, and offering reduced rate rail tickets for regular travellers.

This funding bid has been developed in collaboration with the D2N2 business community, with whom all of the partner authorities have been closely engaged over a long period of time through their delivery of Local Transport Plans and Local Sustainable Transport Fund initiatives. Letters of support from local employers and other key stakeholders, many of which also reference in-kind and match funding contributions, have been included in Appendix A of this bid.

[1] The Sustainable Travel Collective also Chairs the Greater Nottingham Transport Partnership.

[2] Sustrans and The Sustainable Travel Collective are also NCC's delivery partners for the ESIF Youth Employment Initiative funded 'Nottingham Gets to Work' programme.

SECTION B – The Business Case

B1. The Strategic Case: In-keeping with the draft North Midlands Devolution Deal[3], the four D2N2 Local Authorities propose a package of sustainable transport support services and travel behaviour change projects for delivery in 2016/17. By drawing on local LSTF project monitoring and independent evaluation evidence, each proposed project has been carefully selected based on their strategic fit with overarching STTY programme objectives defined by DfT, as well as their estimated impact and demonstrable value for money. Our collaborative delivery of these projects seeks to:

- **Accelerate growth**: direct effective projects into local housing and employment growth areas.
- **Boost employment**: by improving access to local jobs and training opportunities.
- **Improve public health**: through encouraging uptake in healthy walking and cycling activity.
- **Ensure deliverability**: by quickly redeploying proven, high value, behaviour change initiatives.

These overarching objectives are a natural fit for the strategic aims of each of the four partner authorities (**Table A**), and the D2N2 LEP, which all seek to establish "*a more prosperous, better connected, increasingly resilient and competitive economy*"[4] while creating inspiring and sustainable places to live and work that foster high-value job creation and retention.

Table A: Key Local Transport Plan goals of the four D2N2 partner Local Authorities

Local Authority	Transport Strategy Goals
Nottingham City Council	Deliver a world-class sustainable transport system to support a thriving economy and growth
	Support citizens to live safe, independent and active healthy lifestyles
	Improve access to key services, employment and training in the local area
Nottinghamshire County Council	Provide a reliable, resilient transport system which supports a thriving economy and growth whilst encouraging sustainable and healthy travel
	Minimise the impacts of transport on people's lives, maximise opportunities to improve the environment and help tackle carbon emissions.
Derby City Council	Support growth and economic competitiveness
	Contribute to tackling climate change
Derbyshire County Council	Support a resilient local economy
	Tackling climate change

Working in partnership is a key theme across all four D2N2 Local Transport Plans, and this bid demonstrates our commitment to collaborate. There is a genuine desire amongst the four authorities to voluntarily work more closely together, in order to:

- Learn from one another's experiences, and build on each other's expertise.
- Unlock efficiencies and scale economies, through combined purchasing and pooled resources.
- Deliver cross-boundary local transport initiatives that reflect the overlapping Derby and Nottingham Housing Market Areas.

Thematic focus for D2N2 Inspire and Connect will be achieved in relation to three Workstrands that are directly relevant to funding objectives defined by DfT, and are justifiable based on local evidence:

A. Employability Support
B. Sustainable Workplace Travel
C. Inspire and Motivate

A. Employability Support: **Table B** presents current unemployment benefit claimant data for D2N2, which has reduced significantly in the past 12 months - exceeding national averages (down by 11.3%) over the same period. Local jobseeker travel support initiatives delivered through LSTF have played a role in helping to reduce claimant numbers. Even so, almost 24,000 jobseekers remain across D2N2, so our Inspire and Connect measures aims to build on past success by continuing to encourage, train and support individuals to access employment opportunities. This will be achieved through a package of collaborative projects, including Bike IT for job seekers, wheels to work, subsidised public transport fares and low cost access to bikes, cycling equipment and training.

[3] http://www.d2n2lep.org/write/North_Midlands_Devolution_Deal_-_Dec_2015.PDF
[4] D2N2 Strategic Economic Plan: http://www.lepnetwork.net/modules/downloads/download.php?file_name=12

Table B: Unemployment claimant count March 2016[5]

Authority	Claimant Count March 2016	Change in last 12 months
Derby City	2,675	-22.9%
Derbyshire	6,020	-20.5%
Nottingham City	7,450	-15.7%
Nottinghamshire	7,785	-15.3%

2. Sustainable Workplace Travel measures will target both ends of local commuter trips. PTP will target high unemployment areas and areas close to recently-upgraded sustainable transport corridors close to new housing development, while workplace engagement and travel planning activity will encourage people to think about how they make their journeys to work. Independent evaluation of PTP initiatives delivered in Mansfield by Notts CC (in 2015) reported a 15% point reduction in car trips, a 3% point increase in cycling and a 9% point increase in walking. These are significant improvements that are likely to be even more beneficial when directed at recently completed tram lines, and forthcoming walking and cycling routes across D2N2. Both Derby (Connected Travel Advice Service) and Nottingham (Worksmart) have delivered workplace travel planning and business engagement activities through their respective LSTF programmes. Transport for Quality of Life's interim meta-analysis of monitored outcomes across the 12 large LSTF programmes revealed an average reduction of 2.5% of car mode share for similar workplace travel planning and engagement activities, which validates continued delivery across D2N2.

3. Inspire and Motivate measures amplify the projects from the two other Workstrands; by providing a package of marketing materials, events, and adult cycle training initiatives alongside enhanced delivery of cycle hire and loan services. All of these measures were found to have made a tangible difference to the travel choices of people in Nottingham, through ITP's independent evaluation of that Urban Area's 2011-15 LSTF programme (see **Table C**, over page, for details).

Evidence of impact for these measures, and those included in other Workstrands, has been set out in **Table C** (overleaf). In addition, this table explains how each proposed measure meets the two primary and two secondary objectives defined in DfT's bidding guidance.

The **geographic focus** of this bid is on the **Housing Market Areas of Derby and Nottingham**. Like the two city's economies, these two areas overlap and provide a focus for future employment and housing growth. Historically, Derby has been a centre for manufacturing industry and is a centre for rail and automotive innovation through major international firms including: Rolls Royce, Bombardier, and Balfour Beatty. Nottingham's economy is increasingly service-based, and includes representation from major international pharmaceutical (Boots), financial (Capital One) and information service providers (Experian) employers.

The two Housing Market Areas stretch across the four partner authorities' administrative boundaries, and are well-connected along the A50/A52/Nottingham-Derby rail corridor. Many people live in Derby/Derbyshire and work in Nottingham/Nottinghamshire (or vice versa); meaning greater consistency in the delivery of sustainable transport initiatives will boost their scale, recognition, and impact across D2N2. These links are set to become more deeply embedded through the proposed Toton HS2 interchange station, and tram-train links that are currently being explored through D2N2 in order to integrate HS2 into existing local transport networks.

Looking forward to the Access Fund, we have identified opportunities for combined revenue and capital funding to support improved walking, cycling, and public transport connectivity across the D2N2 areas. Our bid supports this future vision, and seeks to capitalise on Cycle City Ambition (LGF) in Nottingham, the Connected Cycle City programme in Derby, the Super Connected Cycling route along the Derwent Valley in Derbyshire to the Peak District National Park, and other localised improvements to walking and cycling networks being unlocked through housing and commercial development in both the Derby and Nottingham Housing Market Areas.

[5] Source: http://web.ons.gov.uk/ons/taxonomy/index.html?nscl=Claimant+Count

Table C: D2N2 Inspire and Connect workpackages, proposed measures, and how they meet DfT's objectives for the STTY fund

	Measure	Supporting the local economy	Rapidly build on past successes	Reduce carbon emissions & improve air quality	Connect people to jobs, learning & skills opportunities	Support cycling & walking
A. Employability Support	**Sustainable travel support for jobseekers** 3,400 discount passes distributed	Demonstrably supports the local economy. Independent evaluation of 2014-15 project evidenced: • 919 people returned to work due to reduced rate PT travel • +£3.74m of Gross Value Added job and employment benefits • +£0.45m in local PT operator revenues • +£1.37m social value of new PT trips	Delivered successfully in Nottingham and Derby Urban Areas between 04/13 and 03/16 with scope for continued economic benefits. Established project protocols and existing pass distribution relationships ensure rapid roll-out and scalability.	Encourages public transport use and discourages personal car use, thereby supporting efforts to reduce carbon emissions and improve air quality.	Better access to jobs, education & training: • Reduce cost as a barrier to travel • Broaden jobseeker's travel horizons • Enlarge local labour pool for employers	The measure is aimed primarily at public transport use, which indirectly encourages walking.
	Sustainable travel support for jobseekers Wheels 2 Work ~120 bike loans ~20 moped loans	Wheels 2 Work in Derby City and Derbyshire was found to increase employment levels amongst those without access to transport.	Wheels 2 Work in Derby supported 97 people to access employment or training from 2011-16. This existing scheme can be rapidly re-deployed and scaled through contractor relationships and contact protocols.	An estimated 120 bikes and 16 mopeds will be loaned, encouraging sustainable and low/zero emission commuting. This will limit carbon emissions and improve local air quality.	The scheme connects people directly to employment and training opportunities who otherwise would not have been able to access them – particularly those travelling from rural areas.	Wheels to Work will entail loaning bicycles to 120 recipients, thus encouraging cycle use amongst those without access to a bicycle.
	Jobseeker and active travel support ~ 500 jobseekers & young people offered one to one support, skills and training.	By providing access to employment, education and training opportunities, recipients are better trained, employers have a greater pool of potential employees and recipients have a wider choice of employers with which to find employment. This measure complements other cycling-related employability support measures.	LSTF programme funded these schemes since 2011 with over 2,000 jobseekers receiving cycle training, Bike It & PTP. Existing delivery partner arrangements can be readily extended through to April 2017.	These schemes are expected to extract trips that would otherwise have been made by car. This will remove an estimated 800,000 car Km from the road network to March 2017.	Schemes provide encouragement, training and ongoing support to enable people to have the ability and confidence to cycle to access employment, education and training opportunities.	Expect 500 recipients of cycle training, Bike IT and PTP to forecast 130,000 addition km cycled by recipients based on evidence of previous behavioural responses.
	Jobseeker and active travel support 200 bike reconditioned and distributed to jobseekers and young people	Expected to generate revenues of £27,000 during the bid period through recycled bike sales, which will help support the longevity and reach of the schemes.	Delivered through LSTF between 2011-16. Evaluation revealed they achieved ~30% increase in cycle use among beneficiaries. Existing delivery partner contract can be readily extended until April 2017.	Estimated 100 tonne reduction in carbon emissions resulting from measured 5% reduction in car use recorded through LSTF programme delivery monitoring.	Teach bike maintenance skills to improve employability. Recycled bikes enable people without access to a bike to more easily access employment, education and training opportunities, increasing their travel horizons.	Anticipate 200 recipients of recycled bikes as a result of this bid. Estimated to result in 88,000km additional cycling by recipients, based on LSTF evaluation data.

	Measure	Supporting the local economy	Rapidly build on past successes	Reduce carbon emissions & improve air quality	Connect people to jobs, learning & skills opportunities	Support cycling & walking
B. Workplace Travel	**Personalised Travel Planning in low income areas** 20,000 target households 10,000 participants	PTP delivered in Nottinghamshire, and through LSTF (community smarter travel hubs) reduced car-use by 25%, resulting in wider economic benefits associated with reduced local traffic levels and de-congestion of the highway network. As well as this, the PTP delivered will support jobseekers in more deprived areas into employment.	PTP delivered in Notts CC, DCC and NCC areas through LSTF period. Extend contractual relationships with delivery partners to target new walk/cycle infrastructure, to maximise usage & lock-in investment benefits.	Maximise value of local investments. Previous local initiatives reported widespread shift to PT and car sharing, reducing emissions and improving local air quality.	Target high unemployment areas in D2N2 which will further reduce barriers to travel when accessing employment, education and training opportunities.	Notts CC's PTP initiatives in 2015: • Increased cycle trips amongst the target population by 107%. • Increased walk trips by 82%.
	Workplace Travel Planning Support 1,500 Workplace challenge participants	Drawing on previous local initiatives, an estimated 215,000 fewer car km will be travelled as a result of the workplace challenge. It will help to reduce local traffic congestion and reduce the costs associated with delays on local roads.	D2N2 challenges delivered by different providers. Several options to redeploy. ~600 participants per challenge	Nottingham LSTF challenges averaged 72,000 less car km each, saving an estimated 11 tonnes of CO^2 per annum.	Targeted at workplaces, but open to everyone. Most likely involvement is through FE Colleges that participate.	Last Nottingham LSTF challenge: +4,600km of cycle trips and +18,000km of walking. Helps raise awareness of longer-term mode-shift benefits.
	Workplace Travel Planning Support 100 workplaces / 25,000 staff engaged 15 grants disbursed	100 workplaces / 25,000 individuals will be engaged across D2N2. 15 companies will be supported with grants to support their Travel Action Plan implementation and improve access to local workplaces. LSTF programme-wide evaluation estimated 2.5% reduction in car trips. Contributes to reduced congestion and lower travel costs for business.	Over 250 businesses in Derby and Nottingham engaged through LSTF initiatives. Existing delivery partner relationships are being maintained until May 2017 to support	Increase in public transport (26% points) and car sharing (3% points) due to 26% drop in car use reported at some sites in Derby. Significant reductions in carbon emissions and air quality improvement	Improve connectivity and broaden travel horizons for current employees. Reduced absenteeism and improved staff retention	Evaluation of the Derby LSTF-funded workplace travel planning project showed that cycling as a share of all trips increased from 1% to 6%.
Inspiration and Motivation	**Adult cycle training** 2,000 people	Significant road network decongestion benefits associated with behavioural change. Nottingham LSTF reported estimate of 240 fewer car trips/beneficiary/yr	600 people per year benefitted from cycle training through LSTF in Nottingham 2011-16	Estimated 250kg CO_2 emission saving per beneficiary per year (Nottingham LSTF data)	Target low income/high unemployment areas across D2N2 with cycle routes to jobs & training.	Average of 39 additional mins of cycling/beneficiary /week from Nottingham LSTF evaluation data
	Cycle hire/loans & business engagement 2,000 users 10,000 hires	Estimated annual economic benefit of £150,000 derived from monetised health benefits, hire revenues, and reductions in car km travelled. Business engagement to support potential Access Fund bid (DCC)	Existing LSTF contractual relationships can be maintained. Scope to scale into Notts CC areas	Average of 898km less car travel/beneficiary/yr, resulting in reduced carbon emissions (Nottingham LSTF data)	Free bike loans targeted at jobseekers and younger people.	Generated over 19,000 additional cycling hours and 296,000 cycle km in Nottingham since 2013/14
	Active travel marcomms/events 10,000 participants	£190,000 in revenues and sponsorship generated through cycling events. Non-quantifiable value of awareness raising	Existing major mass participation cycle rides and sportives.	Some long-term impact from leisure rides with marcomms supporting behavioural change.	Creates volunteering and employment opportunities	~3,000 participants per event are estimated to cycle over 800,000 additional kilometres.
Programme Admin & monitoring/evaluation	• Deliver and administer the programme of measures across the three packages requires sufficient staffing within the four partner Authorities. • Monitor the outputs and understand the outcomes of all schemes, and to add to the existing evidence base of the economic, environmental and social benefits, a comprehensive monitoring and evaluation exercise will be carried out.					

Targeted delivery will be achieved by focusing specific projects on areas that are catalysts for new residential and employment developments; as well as recent and future investments in major public transport (NET tram), and walking & cycling (Cycle City and Growth Deal routes in Derby and Nottingham) investments along key corridors. As summarised in **Table D,** targeting these projects in such locations will achieve greater impacts and measurable shifts towards more sustainable travel behaviours for the same level of investment.

Table D: Geographic focus of specific D2N2 Inspire and Connect projects

Project	Target locations
Discounted travel for jobseekers Bike recycling and cycle maintenance	• Jobseekers living in the Derby and Nottingham urban areas • Areas of high unemployment and lower incomes
Cycle training for jobseekers and young people	• As above, but additionally includes young people in training/education
Bike IT Project	• Targeted at the unemployed through Job Centres across the city centre
Personal Travel Planning	• Residential areas with high unemployment / low income groups, and for home-movers • Sustainable travel corridors including NET Tram new cycle commuter corridors
Workplace Travel Planning support	• Employment sites with good walk/cycle/public transport connections (Derby City Centre + Pride Park, Nottingham City Centre + key business parks)
Cycle hire/loan services	• Urban area of Nottingham, and potentially beyond

B3. The Economic Case – Value for Money

B3.1 Change in travel behaviour: Table E provides an estimate of the distribution of total annual travel in 2015/16 of Nottingham and Derby Housing market Area residents, with and without the proposed interventions in the target areas. These are based on sound evidence from evaluation of existing LSTF revenue-funded programmes delivered in the urban areas of Derby and Nottingham.

Table E: Derby & Nottingham Urban Area trip estimates 2015/16

Derby + Nottingham housing market area	Estimated annual trips (2015/16)		Change in trips (N)	Change in trips (%)
	Without interventions	With interventions		
Car travel	280,155,124	278,941,979	-1,213,145	-0.4%
Tram + Bus travel	112,433,229	112,588,727	+155,499	+0.1%
Rail travel	6,681,303	6,681,303	-	-
Cycling	12,680,797	13,156,751	+475,954	+3.8%
Walking	54,676,708	56,251,584	+1,574,876	+2.9%
Total	466,627,161	467,620,344	+993,183	+0.2%

B3.2 When benefits will be realised: The benefits will primarily be realised during the 10 months of delivery in 2016/17, with some decay of impacts from these revenue interventions anticipated in the following year (estimated 50% decay in 2017/18). These decayed legacy benefits arise from anticipated continued behavioural change, as a result of complementary infrastructure programmes (such as the Nottingham Cycle City routes and Derbyshire Cycle Action Plan's implementation), which are intended to lock-in the benefits of travel behaviour change initiatives delivered through this programme.

B3.3 Impacts/benefits of the proposed programme: The main beneficial impacts of the bid proposals are directly relevant to the Strategic Case for this bid presented in section B1 and include:

- Health benefits associated with increased walking and cycling activity among beneficiaries
- Forecast reductions in car use that deliver de-congestion, emissions and air quality benefits
- Wider economic benefits associated with supporting jobseekers into employment via public transport, cycling and walking

The forecast reduction in car vehicle-km travelled (-16,267,814 km based on average distance travelled in the 2014 National Travel Survey) and the increase in active travel (475,954 additional cycle trips, and 1,574,896 additional walking trips) are key contributors to the total estimated benefits. Bus patronage figures from operators in the area combined with the additional capacity provided by Nottingham's

expanded tram system show that the anticipated increase in public transport use can be accommodated within the existing services in the short term, without significant increases in public transport vehicle-km.

The reduction in car vehicle-km will therefore lead to:

- Economic benefits from decongestion of the road network (reduced journey times, delays and journey time variability).
- Infrastructure benefits and reduced car accidents.
- Improved local air quality from reduced emissions.
- Reduced noise and greenhouse gas (carbon) emissions.

The forecast additional active travel trips will lead to significant health benefits for individuals increasing their physical activity through walking and cycling, and economic benefits to employers from reduced absenteeism from a healthier workforce. Set against this, the main disbenefits of the forecast changes in travel behaviour will be from reduced indirect taxation associated with reduced car mileage, and a small increase in cycle accidents. These are summarised in **Table F**.

Wider economic and social benefits have also been quantified and monetised as a result of broadening the 'travel horizons' of jobseekers and people not in education or training. Initiatives aimed at making a wider range of employment opportunities more accessible, offering reduced-rate public transport travel on local bus/tram networks to jobseekers and people transitioning into work, and providing cycling equipment and training deliver these benefits. These (shown in **Table F**) use data derived from the independent evaluations of the Derby and Nottingham urban area LSTF programmes delivered between 2011 and 2015. Evidence of directly-facilitated job uptake from previous discounted public transport initiatives for jobseekers in Nottingham has informed a Gross Value Added (GVA) estimation of the economic value of these individuals being in employment. The social value of new bus trips that could not previously have been made on affordability grounds, has been included for jobseekers accessing employment via public transport (using the approach defined in WebTAG module A1.3).

Table F: Monetised estimate of D2Ne Inspire and Connect programme benefits and costs

Year	2016-17
Reduced Car KM	16,267,814
Greenhouse gas (CO2e) reduction (tonnes)	-3,074
Congestion (£)	£2,033,477
Infrastructure (£)	£17,793
Accident (£)	£569,368
Local Air Quality (£)	£17,793
Noise (£)	£35,585
Greenhouse Gases (£)	£160,135
Indirect Taxation (£)	-£996,394
Additional Cycle KM	4,175,470
HEAT Benefit (£)	£2,503,000
Addition Cycle Accidents (£)	-£58,750
Absenteeism Benefits (£)	£39,777
People supported into employment (FTE)	487
Net GVA of additional people in employment (£)	£2,255,395
New PT trips made due to reduced fares	155,499
Social impact of new PT trips not previously possible (£)	£265,886
Net third party revenue benefits & cost savings (£)	£174,552
TOTAL BENEFITS 2016-17	**£ 7,011,722**
Delayed Benefits 2017-18	£3,505,861
TOTAL DELAYED BENEFITS	**£ 3,505,861**
Third Party Costs	£135,000
TOTAL BENEFITS	**£ 10,382,583**
Central Govt Costs	£1,875,000
Local Authority Costs	£370,000
TOTAL COSTS	**£ 2,245,000**
INDICATIVE BCR	**4.62**

B3.4 Carbon impacts: The estimated carbon saving associated with the forecast reduction of over 16.25 million car-kilometres in 2016/17 is in excess of 3,000 tonnes per annum (applying average car operating characteristics and DEFRA standard values for emission levels).

B3.5: Health impacts (HEAT tool): Using independent, post-implementation evaluation evidence of NCC and DCC's delivered LSTF programmes (2011-2015), corroborated against DfT-published evidence on typical impacts of Personalised Travel Planning and Cycle Demonstration Town interventions, the World Health Organisation HEAT tool estimates that the forecast increases in walking and cycling activity would give a reduced risk of mortality of 3%, compared to individuals who do not regularly walk or cycle. An estimated total of 2.7 deaths per year will be prevented by the change in walking and cycling. Monetising these figures suggests annual economic benefit of £2,503,000 in 2016/17 – which on its own exceeds the direct central government investment sought through this bid. Health benefits that cannot be estimated relate to the mental health and well-being of jobseekers who find employment as a result of broadened travel horizons, and people who take up walking and cycling.

B3.6: Environmental impacts: The main environmental impacts will all be positive, with improved local air quality, reduced noise and reduced carbon emissions (see above) resulting from the reduced vehicle-km. These are quantified and monetised in **Table F**.

B3.7: Social and distributional impacts: As noted above, there will be significant social benefits from broadening the 'travel horizons' of jobseekers and low income households through targeted public transport discounts, delivering Personalised Travel Planning and adult cycle training alongside associated sustainable travel support (recycled bike loans and events). These have been quantified in **Table F** on the basis 83% of 1,107 jobseekers who found employment through NCC's existing jobseeker public transport fare support offer (funded by LSTF) were subsequently able to access employment that would otherwise have been inaccessible to them. English Partnership's Additionality calculation was used to estimate the Gross Value Added (GVA) productivity benefits associated with 487 jobseekers finding employment for an average of 2.5 months duration during the 10 month programme. The distribution of positive impacts will fall predominantly on unemployed people in deprived areas of the Nottingham and Derby housing market Urban Area. The residents targeted by jobseeker public transport incentives experience higher levels of unemployment and lower income.

B3.8: Monetisation of benefits and costs: The main benefits and costs of the proposed programme have been monetised, using values in line with the latest (2014) DfT WebTAG guidance for appraising the benefits of active modes (Unit A5.1). As noted above, values for some elements of wider economic and social benefits arising from supporting jobseekers into employment (through reduced-fare public transport) have been included alongside the standard WebTAG values to ensure these benefits are captured by our appraisal. The social value of newly generated bus trips (21% of jobseekers stated that they made public transport trips they could not have made without the fare discount), and net third party revenue benefits (generated through cycle event entry charges and recycled bike sales) have also been presented. These are shown in **Table F**.

The 2016/17 programme is expected to have some legacy benefits in the subsequent year arising from the complementary nature of other initiatives being delivered in the Nottingham and Derby Housing Market Areas (in particular, major new cycle routes). These legacy benefits are, conservatively, assumed to halve in 2017/18, then disappear.

Our economic analysis shows an **estimated benefit/cost ratio of 4.62**, which is in excess of DfT's appraisal threshold of 4.0 for schemes returning a very high level of value for money. If the wider economic benefits that were monetised in relation to jobseekers finding employment, and the social value of their generated bus trips, are removed from the appraisal spreadsheets; then the bid still returns a BCR of 3.50, which would represent high value for money.

B3.9 Description of the key risks and uncertainties: The main risks and uncertainties on the benefits arise from the inevitable uncertainty over how people will respond in changing their travel behaviour. However, these risks are minimised, because the forecast behavioural change is based on sound evidence of outcomes from the NCC and DCC LSTF programmes that were delivered between 2011 and 2015. This evidence has been corroborated against nationally-recognised evaluations of the general impact of PTP and cycling behaviour change interventions.

The risks and uncertainties on costs are minimal, because the proposed programme is essentially a continuation and extension of the highest value initiatives being delivered through the 2015-16 LSTF programme for the Derby and Nottingham Urban Areas. As such individual project costs have been rigorously reviewed to give high confidence in delivery of the programme within the defined budget.

B3.10 Key assumptions: The appraisal period for the economic analysis focussed primarily on the single intervention year of 2016/17. However, some rapidly reducing legacy benefit was assumed in 2017/18. No optimism bias was applied to the programme costs, since they are based on outturn costs of delivering LSTF programmes in the local area and have been pre-agreed with delivery partners.

B3.11 Description of the modelling approach: In line with the bid guidance, a completed scheme impacts pro-forma has been attached, which summarises the impact of proposals against DfT's core metrics. This can be found in **Appendix C.** An economic appraisal summary note, which describes the sources of data, assumptions, and forecasts used to complete the pro-forma has been provided in **Appendix D**.

The evidence that underpins the scheme impact pro-forma has been derived from independent evaluations of LSTF projects delivered in the Nottingham and Derby urban areas between 2011 and 2015. An annotated spreadsheet model was created to draw on these data and factor the anticipated outputs and beneficiary numbers for this bid. It has been included in **Appendix E**, and is cross referenced from the economic appraisal summary.

B4. The Financial Case – Project Costs:

Table G sets out the D2N2 Sustainable Travel Transition Year programme proposal funding profile for 2016/17 (in nominal terms). It indicates that 27% of local revenue match-funding, drawn from across the four Local Authority partners (20%) and third party (7%) sources, in relation to the DfT funding sought through this bid.

Table G: D2N2 Inspire and Connect funding profile 2016/17 (Nominal terms, thousands)

£000s	Total (2016/17)
DfT funding sought	1,875
Local Authority contribution	370
Third Party contribution including LGF	135
TOTAL	**2,380**

In addition to the revenue match funding presented above, which is inextricably-linked to the programme's delivery, the four D2N2 partner authorities have identified over £16m of programmed capital spending, which complements the revenue funding being sought through the Sustainable Travel Transition Year programme. This includes:

- £7.5m of spending on new and improved strategic cycle routes in Derby, Derbyshire, Nottingham, and Nottinghamshire through their respective Cycle City and LGF-funded improvement programmes.
- £7.5m of Local Growth Fund capital investment for enhanced access into new business parks and housing growth areas in the Derby and Nottingham housing market areas.
- £1.5m of LTP funding for local public transport and pedestrian crossing/route improvements.

Table H, over page, sets out a more detailed financial summary of the D2N2 Inspire and Connect revenue programme by workstrand/project and identifies sources of local contributions.

Table H: D2N2 Inspire and Connect 2016/17 (£, thousands)

£000s Measure	2016/17 Revenue
Workstrand A: Employability Support	
A1: Sustainable travel support for jobseekers (Public transport, Wheels 2 Work, bike loans	
A1: Bid	300
A1: Local contribution	0
A2: Jobseeker and young people active travel support (Cycle training, bike recycling & maintenance)	
A2: Bid	240
A2: Third party contribution (Broxtowe BC S106 funds)	15
Sub-total: Bid (Workstrand A)	**540**
Sub-total: Local contribution (Workstrand A)	**0**
Sub-total: Third party contribution (Workstrand A)	**15**
Workstrand B: Sustainable Workplace Travel	
B1: PTP in low income areas close to new infrastructure and new developments	
B1: Bid	250
B1: Local contribution	0
B3: Workplace Travel Planning support (sustainable travel grants and workplace challenge	
B3: Bid	330
B3: Local contribution (WPL revenue / Push-Pull)	110
B3: Third party contribution (Private sector match to grant funds)	80
Sub-total: Bid (Workstrand B)	**580**
Sub-total: Local contribution (Workstrand B)	**110**
Sub-total: Third party contribution (Workstrand B)	**80**
Workstrand C: Inspire and Motivate	
C1: Adult cycle training	
C1: Bid	200
C1: Local contribution (County area adult cycle training top-up)	35
C2: Cycle hire, loans and business engagement	
C2: Bid	200
C2: Local contribution	0
C3: Active travel marketing, promotion, and events	
C3: Bid	160
C3: Local contribution (l'Eroica and Cycle Live revenues)	150
C3: Third party contribution (British Cycling partnership + sponsors)	40
Sub-total: Bid (Workstrand C)	**585**
Sub-total: Local contribution (Workstrand C)	**185**
Sub-total: Third party contribution (Workstrand C)	**40**
Workstrand D: Programme Coordination / Monitoring and Evaluation	
D1: Programme coordination and communications	
D1: Bid	155
D1: Local contribution (Local Authority staff time)	75
D2: Monitoring and evaluation	
D2: Bid	40
Sub-total: Bid (Workstrand D)	**195**
Sub-total: Local contribution (Workstrand D)	**75**
TOTAL: Bid	**1,875**
TOTAL: Local contribution	**370**
TOTAL: Third party contribution	**135**
OVERALL PACKAGE VALUE	**2,380**

B5. Management Case – Delivery: The partner authorities have proven track records of effective sustainable transport delivery, which inform our proposed approach. By drawing on local LSTF project monitoring and evaluation evidence we selected the most impactful and deliverable, projects to assemble a highly complementary programme of 'ready to go' measures. In-line with the key objectives and opportunities outlined in the Strategic Case, this bid focuses on extending existing successful

approaches. It will achieve this by targeting effective behaviour change initiatives from the Derby and Nottingham Urban Area LSTF programmes into locations where new development and sustainable transport links are coming on-stream through 2016/17.

The D2N2 partnership's focused delivery approach for this programme is guided by a lean delivery framework, effective PRINCE2 project/programme management processes, comprehensive financial and risk management, and collaborative communications and monitoring arrangements. Effective delivery will rely on accurate and achievable Gantt charts and action plans, to manage timescales and key milestones as well as evaluating progress against baseline targets. This approach has been successfully adopted through existing DCC and NCC LSTF programme management, and will be underpinned by:

- A **programme board and high level steering group**, on which all D2N2 partner authorities will be represented, and which will meet on a quarterly basis once the programme is underway.
- Dedicated D2 and N2 programme delivery teams, each backed-up with **expertise and knowledge on local transport policy development and delivery of smarter choices measures**. The current Programme Managers responsible for existing LSTF programmes in Derby and Nottingham are already in post to oversee delivery of proposed programme initiatives.
- Existing **governance and decision making arrangements set up and established** for LSTF 2011-2016 programmes in D2 and N2 will continue to be used to oversee delivery.
- **Commissioning routes with procurement teams and local delivery partners** have been discussed prior to submitting this funding bid. As a result cost/time implications for delays to delivery of the programme are not anticipated, ensuring that programme milestones are achievable and deliverable within the 2016/17 funding year. Given the relatively short lead-in time from successful bid announcement to delivery window (<1 month), we recognise the need to ensure a quick start in May 2016, and have identified commissioning approaches and primed our delivery partners so they are 'ready to go'. The D2N2 authorities have maintained core project teams and existing external delivery partners across most initiatives, so as to further facilitate this.
- **Local knowledge of our delivery partners** in their respective delivery areas coupled with experience of proven success measures and networks established lends this project to be delivered to time and within the resources available.

Critical path and key dependencies: A series of key dependencies are noted relating to the measures, which if missed or not realised, could impact the delivery programme tolerances of cost, time or quality. Impacts may be felt in delays to implementation, compromised quality outputs, resources not in place in time to realise maximum benefits or missed opportunities due to delays in timescales and increases in cost. These are detailed in **Table I**, which also sets out relevant milestones related to the complementary capital programmes linked to D2N2 Inspire and Connect revenue measures:

Table I: Key milestones linked to successful D2N2 Inspire and Connect delivery

Key milestones	Implications	Date
Interim continuation of LSTF activities	• Maintain delivery partner contracting relationships	April-May 2016
Programme Board approval	• Formal acceptance of funding and procurement	May 2016
Funding bid announcement	• Confirmation of continuation funding	May 2016
Commissioning/contracts with suppliers agreed	• Ensure effective delivery • Extension to delivery partner contracts	May 2016
Baseline monitoring completion	• To support monitoring activities • Draw on LSTF 2015/16 Performance Indicators	May 2016
Commence programme delivery	• Rapid start to delivery given 10 month timeframe	May 2016
Nottingham Cycle City	• Complete Western Cycle Corridor (Castle Blvd)	May 2016
Derby Our City Our River Phase 1	• Initial walk/cycle links delivered to Alfreton Ind Pk	Sep 2016
Access Fund Bid	• Secure funding 2017-2020 for key activities	Summer 2016
LSTF 2015/16 programme completion	• Cessation of programme activities	31 March 2017
Light touch evaluation	• Publication of evaluation report	Sep 2017

The **Project Gantt** Chart is included in **Table J** and is set out to cover pre-implementation set-up/commissioning stages in readiness for delivery from May 2016/17. Project monitoring activities will run into 2017/18 as per LSTF programme arrangements for post-project outcomes evaluation, in order to inform anticipated future work that will be supported through the Access Fund. The Gantt Chart forms a 'live' document and as such will regularly be reviewed and updated by the Programme Manager and

D2/N2 delivery leads in consultation with the project leads during the course of the year. Progress/variations will be reported to the Delivery Board via the Programme Manager.

Table J: D2N2 Inspire and Connect 2016/17 Programme Gantt Chart

Measure	2016/17												2017/18		
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Workstrand A: Employability Support															
A1: Sustainable travel support for local jobseekers (Public transport, Wheels2Work, bike loans)															
Extend service provider contract															
Moped/Bike loans promoted & available															
Aplications open for travel support															
Smartcards distributed to jobcentres															
Travel support for jobseekers															
Month 5 and Month 10 monitoring															
A2: Jobseeker and young people active travel support (Cycle training, bike recycling & maintenance skills development)															
Extend service provider contracts															
Cycle training available & marketed/cross-promoted															
Bike recycling & maintenance training available															
Month 5 and Month 10 monitoring															
Workstrand B: Sustainable Workplace Travel															
B1: PTP in low income areas close to new infrastructure and new developments															
Firmly define target locations															
Appoint existing service provider via framework															
Before/After surveys and evaluation															
Delivery training & PTP engagement															
B2: Workplace Travel Planning support (sustainable travel grants and															
Extend service provider contracts															
Continued sustainable travel support to workplaces															
Sustainable transport grant application windows															
Challenge design & pre-engagement marketing															
Web-platform launched & challenge delivered															
Month 5 and Month 10 monitoring															
Workstrand C: Inspire and Motivate															
C1: Adult cycle training															
Extend service provider contracts															
Cycle training available & marketed															
Month 5 and Month 10 monitoring															
C2: Cycle hire, loands and busines engagement															
Extend service provider contracts															
Cycle hire scheme available in N2 area															
Cycle hire scheme business engagement in D2 area															
Month 5 and Month 10 monitoring															
C3: Active travel marketing, promotion, and events															
Extend service provider contracts															
Event planning & marketing															
Cycle event delivery															
Month 5 and Month 10 monitoring															
Workstrand D: Programme Coordination / Monitoring and Evaluation															
D1: Programme coordination and communications															
Programme Board approval															
Programme Board Meetings															
Programme marketing & comms active															
Programme reporting to DfT															
D2: Monitoring and evaluation															
Baseline monitoring (LSTF 15/16 PI data)															
Post-implementation evaluation															

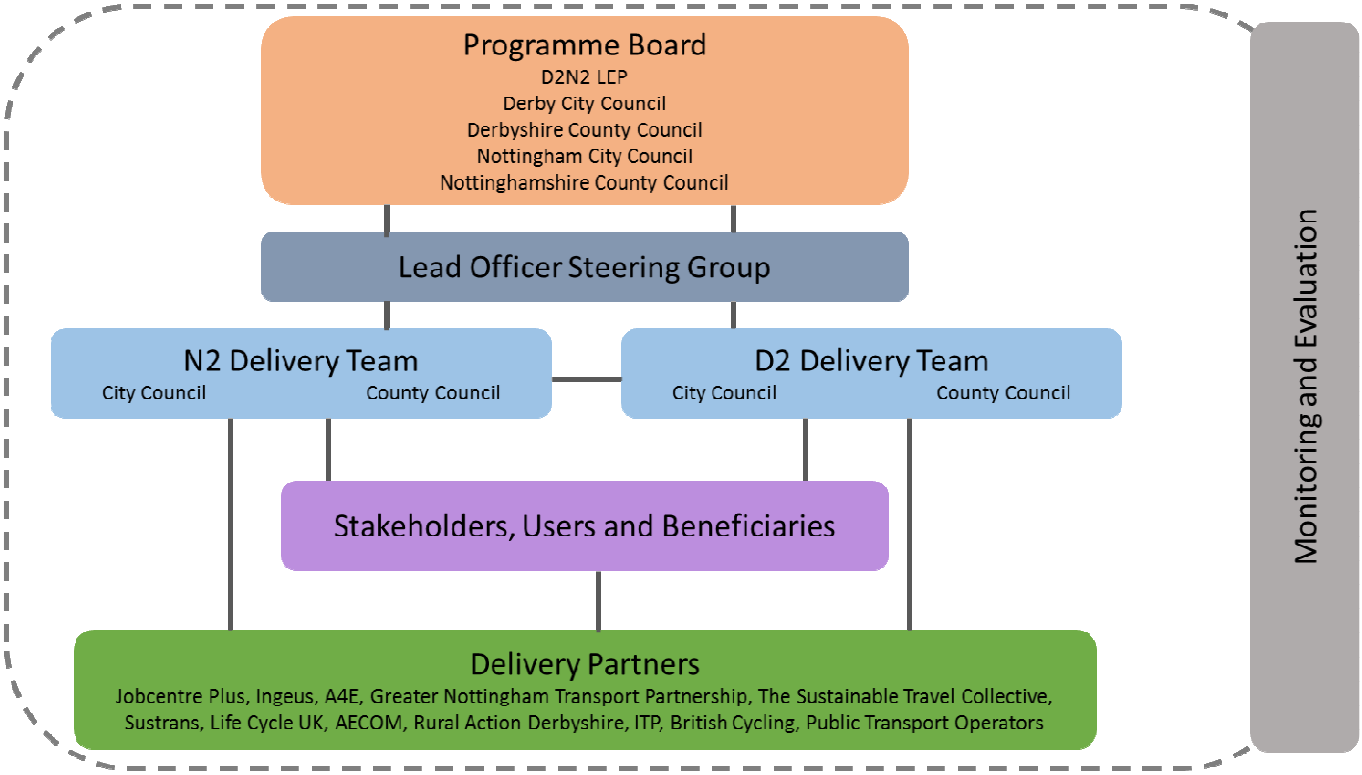
Key

Governance, project briefing & approvals	
Project active / delivery	
Project monitoring and final project review	

B6. Management Case – Statutory Powers and Consents: There are no land acquisitions, complex statutory procedures or third party negotiations upon which the programme's delivery will depend.

B7. Management Case – Governance: Firm governance of the programme is critical to successfully bringing together the four Councils' to deliver a co-ordinated programme of measures that benefit D2N2 residents, the local economy, reduce carbon emissions and improve air quality & public health. **Figure A** sets out an organogram that explains how the programme will be delivered in practice.

Figure A: Programme Governance Organogram



A **D2N2 Inspire and Connect Programme Board**, on which the four partner Local Authorities will sit alongside a D2N2 LEP representative, will oversee the whole programme's delivery. The Board will meet on a quarterly basis over the ten-month delivery period monitoring progress and making any key, strategic decisions that are necessary. Regular meetings also provide a vector for discussion about combined Access Fund, Local Growth Fund and DfT funded initiatives, as well as continued strategic integration of sustainable transport strategy initiatives across the D2N2 local authorities.

A **Lead Officer Steering Group** will be established to ensure the delivery of programme interventions is on-track and progressing to time and budget. This management-level team will ensure effective and practically-focused coordination and knowledge-sharing is maintained across the partner authorities. Existing Programme Managers in post at D2 and N2 will be responsible for updating the Steering Group and coordinating initiatives with the Delivery teams.

Delivery teams will focus on the individual projects that will be implemented across the four authority areas; working together, and individually, as required. Given their geographic relationships, there will naturally be closer working between N2 Authorities and D2 Authorities, but the governance structure allows sufficient flexibility for cross-D2N2 collaborative working. Each delivery team, led by local authority officers, will focus on generating the greatest benefit for key stakeholder groups, users and beneficiaries; by working closely with their respective project **delivery partners**. All of these partners have supported the delivery of LSTF and other programmes across the D2N2 area in recent years. They have existing contractual relationships with the four partner local authorities, as well as local knowledge of delivery contexts. As such they are ideally placed to continue providing this support, with the ability to mobilise rapidly from May 2016 onwards.

Throughout the programme timeframe, the process of delivery and the impact of the measures delivered will be monitored and evaluated. As evidenced though their approach to monitoring and evaluation for the LSTF programme, the four partner authorities recognise the importance of

understanding the outcomes and impacts of implemented initiative, so as to inform future implementation and intervention design. Monitoring and Evaluation will be coordinated by NCC, acting in its role as lead authority on behalf of the four partners. Independent evaluation input may be contracted-in, as required, based on existing relationships with ITP and Transport for Quality of Life across the Nottingham and Derby LSTF programmes respectively.

B8. Management Case - Risk Management: The risk management strategy requires the identification and recording and risks and an evaluation of their likelihood and mitigating actions. The risk register presented in **Appendix F** identifies the core political, financial and delivery risks. Without mitigation these could result in increased costs to the programme, reductions in the quality of outputs, and slippages in delivery timelines; all of which would impact upon the overall benefits and outcomes the programme seeks to deliver. Ownership of the risk register falls under the Programme Manager's responsibility, and will be periodically reviewed by the D2N2 Inspire and Connect Programme Board.

The key risks have been identified through an appraisal of the political, management and delivery elements of the bid. A summary of the top 3 risks to 2016/17 delivery is as follows:

1. Local authority capacity/resource to deliver causing delays to delivery/quality. To manage this, more than one person at each Local Authority will have an understanding of the strategic, management and delivery channels for the programme measures in order to ensure there is continual awareness of delivery requirements and that possible short term changes to personnel within Local Authorities does not affect the ability to deliver or the quality of the delivery.
2. Lack of engagement, take up, demand and participation. To manage this, the four Authorities will use their extensive experience and knowledge of delivering schemes/measures to ensure as many people as possible are engaged, involved and participate. Ensure strong communication and publicity where required.
3. Delay to delivery due to late notice of funding award. The programme measures are fully supported by a wide ranging and long standing partnership. Delivery partners have been primed to deliver once the funding outcome is announced.

B9. Management Case - Stakeholder Management: The proposed programme is **not considered controversial in any way**. The projects selected represent continuations of existing high value-for-money LSTF projects and **there have been no external campaigns** supporting/opposing the scheme.

Table K explains the approach to be taken to stakeholder management in order to segment the different types of stakeholder, identify their likely needs, and summarise how we will ensure strong support and appropriate engagement of the important stakeholders. We have considered their power of influence and requisite levels of interest so we can maximise their needs and impact on the success of the LSTF project. This framework of stakeholder management and engagement will be continued throughout the programme to inform the communications and engagement activities. Offering a flexible approach, activities will be directed to involving and communicating with stakeholders to become more interested if it can add to the success of the project.

Reaching the target audience: The D2N2 Inspire and Connect programme focuses on promoting healthy, and sustainable, behaviour change as a means of improving access to employment, skills and training. As such, the way the local authority delivery teams' work with delivery partners and key stakeholders to communicate smarter travel messages to local businesses and citizens will be fundamental to the programme's overall success. Intelligence from our respective LTP/LSTF programme process delivery and evaluation work, local behaviour change and attitude surveys, and business and community engagement activities will inform the most effective marketing and communications channels for different audience segments and projects.

The stakeholder management matrix set out in **Table K** will inform the communications strategy activities, frequency and channel. An effective and targeted communications plan which applies social marketing approaches will be an essential element of delivery. The Programme Board and Delivery Teams will discuss and agree methods of effective communications to best influence travel behaviour change as part of the programme inception stage – allowing for exchanges of local best practice.

Table K: D2N2 Inspire and Connect programme power of influence/interest stakeholder matrix

High influence / High interest (Key Stakeholders)

Objectives: Ensure their support and advocacy at all times and offer opportunities to:

- Influence the programme
- Feedback ideas and issues
- Report benefits and provide case studies
- Work in more effective partnerships/joint projects

Activity

- Regular programme progress meetings
- Frequent updates by email targeting key interests
- Meet key contacts e.g. committee chairs
- Updates to key stakeholder groups (GNTP, Move More team)
- Joint Planning and Development workshops
- Pro-active social media activity (Twitter/LinkedIn)
- Provide regular case studies to meet key interests (e.g. realised employment & growth benefits)

Stakeholders

- D2N2 LEP
- Portfolio holders (planning, transport, economic
- development & health)
- Partner authorities (D2 & N2 authorities)
- Public Health, Economic Development, Employment & Skills teams at all Council's
- Local transport delivery partnerships (GNTP / Sustainable Transport Partnership in Derby)
- Programme funding partners
- Delivery teams, including Sustrans / Ridewise / Jobcentre Plus
- Bus and tram operators across D2N2 HMAs
- Joint Advisory Committees for Planning & Transport (N2) and Development Plans (D2)

High Influence / Low Interest

Objectives: Ensure their interests are met

- Enlist greater interest where stakeholders can positively impact the project
- Offer opportunities to be involved & feedback ideas
- Increase their advocacy
- Ensure they understand the benefits/objectives so there are no misunderstandings/strong opposition

Activity

- Meet key contacts regularly
- Regular summary updates by email
- Join stakeholders' programme social media groups
- Provide regular case studies to meet key interests (e.g. employment & growth benefits to LEP)
- Attend meetings of the stakeholder (e.g. LEP general meetings)
- Regular GNTP / Sustainable Transport Partnership meetings to disseminate programme information

Stakeholders

- D2N2 Councillors
- British Cycling
- Local business representatives (CoC, FSB, IoD)
- Department for Transport
- Council Community and Voluntary Sector teams
- Large local employers (Boots, Experian, Balfour Beatty, Rolls Royce, Bombardier)

Low influence / Low interest

Objectives: Offer opportunities for delivery level involvement in case they might have an interest and can impact the project positively

- Ensure they understand the benefits/objectives so there are no misunderstandings or opportunities to oppose the programme
- Encourage involvement in behaviour change interventions

Activity

- Regular summary media updates
- Join stakeholder social media groups
- Surveys of public and SME business travel needs
- Promote behaviour change through interventions

Stakeholders

- Councils on the margins of the D2 / N2 HMAs
- Members of the public
- SME's
- HS2 and rail industry bodies

Low Influence / High Interest

Objectives: Ensure their interests are met and maintained

- Get them to enlist more advocates and beneficiaries e.g. jobseekers
- Work in partnership and on joint projects
- Offer opportunities to be involved/feedback ideas and issues

Activity

- Maintain travel champions and case studies through Worksmart and Connected for Business networks
- Wider programme forums
- Email updates targeting specific partner interests
- Pro-active social media via Twitter & LinkedIn
- Develop and deliver joint interventions

Stakeholders

- Job Centre Plus / Ingeus / A4E
- Large employers and their staff
- Bid area citizens and SME businesses
- FE Colleges and Universities
- District Borough Councils in Nottingham & Derby HMAs
- Third sector organisations

B10. The Commercial Case: The D2N2 partner authorities have a **proven track record for delivery** of sustainable transport schemes through effective partnership working with a range of organisations across the public, private and third sectors. Evidence of their recent successful partnership delivery includes:

- **Full delivery of existing LSTF** programmes in excess of £20 million over the last 5 years;
- **LEP-funded delivery of Cycle City** programmes of street works and strategic route improvements that are currently being delivered in Nottingham and Derby;
- **Local Transport Plan programmes** valued over £15m per annum, which include Urban Transport Group joint procurement approaches (e.g. Better Bus Areas/Green Bus Fund packages);
- Work alongside the private sector to **deliver major infrastructure projects** like the NET tram network, major renovations at Derby and Nottingham rail stations, and redevelopment of the Derby bus station and riverside cycle networks; alongside **travel behaviour change initiatives** such as Personal Travel Planning and workplace travel planning and engagement;
- **Long standing formal partnerships** such as the Urban Area-wide Big Wheel (Nottingham) and Connected (Derby) marketing programmes, travel planning and smarter choices measures delivered by Sustainable Travel Collective and Connected teams;
- Open collaborations with **local third sector organisations** such as the Sustainable Travel Collective, Lifecycle UK, Rural Action Derbyshire, and Sustrans.

This demonstrates the significant knowledge and expertise held by D2N2 partner authority teams in respect of delivering both large-scale infrastructure, and specialist travel behaviour change initiatives. By thoroughly evaluating the performance and impact of previous sustainable transport programmes (most recently, LSTF), the partner authorities have carefully chosen interventions for this bid which:

- **Offer demonstrable value for money**, and tangible impacts, vis-a-vis STTY fund objectives.
- **Are scalable** across the Derby and Nottingham housing market areas.
- **Can be mobilised rapidly**, drawing on existing partnerships and contractor relationships.

The advantages of taking forward the strongest elements of existing LSTF programme mean that minimal set-up time is required in terms of procurement and recruitment processes. Established LSTF programme governance arrangements and working relationships with local delivery partners are already in place, and will be leveraged to facilitate swift programme delivery. Similarly, skilled individuals are already in post at each of the D2N2 partner authorities who have the detailed insights, practical experience of 'what works', local expertise, and contacts that are needed to ensure successful delivery within the 10 month timeframe for the programme. This would be challenging for alternative providers to replicate, and would add to programme lead times and delivery costs.

The following recommended commissioning routes for each element have been identified through discussions by partner authorities with their respective corporate procurement teams:

A1: Sustainable travel support for jobseekers: Public transport support is already delivered in-house via partnership arrangements with participating public transport operators in the distinct Nottingham and Derby multi-operator ticket areas. The linked promoters (Job Centre Plus, Ingeus and A4E) will work with recipients to assess their eligibility to the scheme. Information on eligible recipients will be directed to the relevant authority's Public Transport team to process the travel support offer. Wheels 2 Work is already delivered via contract with Rural Action Derbyshire, which will be extended for the 2016/17 funding period.

A2: Jobseekers and young people active travel support: Services commissioned through the current LSTF programmes and delivered by existing partners Sustrans and Sustainable Travel Collective. Existing contracts will be extended to permit delivery in 2016/17.

B1: PTP in low income areas close to new infrastructure and new developments: PTP is currently delivered in Notts CC area by Aecom through an existing framework, which can be used in 2016/17 by all partner authorities.

B2: Workplace travel planning support (sustainable travel grants and workplace challenge): Alongside delivery inhouse, existing contractual relationships with ITP (Derby) and The Sustainable Travel Collective (Nottingham) will be extended to continue business travel networks and engagement activities sustained through LSTF 2011-15 delivery. A range of workplace challenges have been delivered across the D2N2 area through LSTF. The partner authorities will collaborate to select and

procure providers for D2 and N2 workplace challenges, drawing largely on existing contractual relationships.

C1: Adult cycle training: Delivered in-house (Cycle Derby / County Rider in D2) and Ridewise (N2) through existing LSTF contractual relationships, which will be extended for the 2016/17 delivery year.

C2: Cycle hire, bike loans and business engagement: Cycle hire bikes and associated infrastructure is owned by NCC, while existing back-office support from Ecebs (Citycard) and Hourbike (hire system) will be sustained through contract extensions for 2016/17.

C3: Active travel marketing, promotion and events: Existing commercial relationships with British Cycling (Women's Tour Nottingham), Perfect Motion (Cycle Live Nottingham), and L'Eroica Britannia (Derbyshire), will be continued into 2016/17 to facilitate organisation and promotion of these major events.

D1: Programme coordination and D2: monitoring and evaluation activities to support the programme will be managed utilising in-house resources at the D2N2 partner authorities. As lead authority, NCC's Programme Manager (previously the successful LSTF Programme's Manager) will take responsibility for programme-wide coordination across the four partner authorities. In-house surveys and data team resources will be leveraged for strategic monitoring activities, with scope to procure independent evaluation expertise drawing on NCC's LSTF experience of working with ITP, and DCC's of Transport for Quality of Life.

Financial management, monitoring and authorisation arrangements are already in place at both NCC and DCC for auditing of all transactions and continuing contractual arrangements between internal and external organisations. NCC will act on behalf of the programme to account for all spending and coordinating reporting of the D2N2 Inspire and Connect programme to DfT, while each partner authority will continue to ensure compliance with all relevant legal and financial regulations relating to the procurement and commissioning of goods and services and **achieving value for money**.

The key principles driving the commercial case are to:

- Ensure timeliness, cost-effectiveness, and value for money of programme delivery;
- Support local economic growth, employment and sustainable job creation;
- Provide training opportunities, particularly for young people and increase skills;
- Increase capacity of the third sector.

SECTION C – Monitoring, Evaluation and Benefits Realisation

C1. Monitoring and Evaluation: Through existing LSTF programmes; DCC, NCC, and Notts CC have developed independent monitoring and evaluation arrangements in conjunction with DfT. Their value is locally recognised, since evidence of tangible impacts enabled the identification and inclusion of most relevant, highest value for money projects for this bid (and going forward, will shape Access Fund bids). Process learning from prior evaluation also informs the proposed programme delivery approach.

For the programme delivery, the partner authorities intend to adopt a programme-wide approach that accords with DfT's published Monitoring and Evaluation Strategy, and is proportionate to the 10 month delivery programme. Key tenets of the approach are:

- **Light touch reporting of outputs**, with delivery information collated quarterly across all projects.
- **Targeted outcomes monitoring**, adopting LSTF legacy data collection techniques & user surveys.
- **Monitoring of programme impacts** comparing programme outcomes with corroborative datasets.

Taking account of the 10 month delivery timeframe, reporting of this activity will take the form of:

- **Ongoing qualitative monitoring:** Inform process evaluation and refine ongoing delivery.
- **Month 5 and 10 output report:** Document key inputs (spending) and delivered outputs to-date.
- **Post intervention outcomes report:** Report and corroborate measured intervention outcomes.

Drawing together the most effective components of LSTF monitoring and evaluation activities, and sharing learning across the D2N2 authorities, economies of scale and efficiencies will help minimise the costs of programme monitoring and evaluation. It will also streamline the approach, allowing for greater delivery focus – considered important given the 10 month delivery timeframe.

What will success look like?

The D2N2 authorities agree to work with DfT colleagues to provide a reasonable level of monitoring to enable the measurement of outputs and evaluation of impacts. As such the monitoring and evaluation approach described here is presented to inform agreement with DfT at programme inception.

Table L details our suggested output targets in relation to the proposed D2N2 Inspire and Connect programme's workstrands, informed by current LSTF project delivery and monitoring experience:

Table L: D2N2 Inspire and Connect output targets

Workstrand	Description	Target 2016/17
Employability support	Jobseekers receiving supported travel	3,400
	Mopeds loaned to people taking up jobs	15
	Bikes loaned to people NEET	120
	Jobseekers + young people receiving cycle training/PTP	500
	Recycled bikes distributed	200
Workplace travel	Households targeted by PTP	20,000
	Individuals receiving PTP information	10,000
	Workplace challenge participants	1,500
	Workplaces actively engaged in travel planning/advice	100
	Employees covered by workplace travel engagement	25,000
Inspiration and motivation	Adults receiving cycle training and support	2,000
	Cycle hire bike hires / loans	10,000
	Cycle hire service unique users	2,000
	Active travel event participants	20,000

Table M proposes impact evaluation metrics that will be used to corroborate the aggregated impact of programme activities across all three workstrands:

Table M: D2N2 Inspire and Connect impact metrics

Metric	Target	Relationship to Objectives			
		Economy	Carbon	Society	Activity
People supported into employment / training through jobseeker initiatives*	475	✓		✓	
Change in cycle trips **	+475,000		✓	✓	✓
Change in walking trips**	+1.5 million		✓	✓	✓
Change in car trips**	- 1.2 million	✓	✓	✓	
Change in car km travelled**	- 16 million	✓	✓	✓	
Change in tonnes CO_{2e} emitted**	- 3,000		✓	✓	
Change in average NOx at AQMA sites***	- 10%			✓	
Change in monitored local traffic levels***	No change	✓	✓	✓	
Change in local PT mode share***	+ 0.1%	✓		✓	
Change in local transport CO_2 emitted***	- 1% point		✓		

* *Impact to be directly captured from project delivery monitoring data and user surveys*

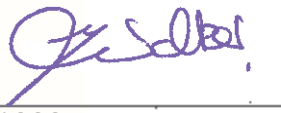
** *Impact to be estimated based on user behaviour change surveys, per NCC and DCC LSTF evaluation approaches*

*** *Impact to be measured through corroborative Performance Indicator datasets routinely collected in D2N2 HMA*

Through existing Service Level Agreements, individual project delivery partner leaders will be responsible for maintaining and sharing output delivery records. They will also support and facilitate independent monitoring survey activities, by sharing beneficiary contacts and seeking consent for independent monitoring teams to conduct post-implementation behavioural surveys with beneficiaries.

SECTION D - Declarations

D1. Senior Responsible Owner Declaration	
As Senior Responsible Owner for **D2N2: Inspire and Connect** I hereby submit this request for approval to DfT on behalf of **Nottingham City Council** and confirm that I have the necessary authority to do so. I confirm that **Nottingham City Council** will have all the necessary statutory powers in place to ensure the planned timescales in the application can be realised.	
Name: Sue Flack	Signed: 
Position: Director of Planning and Transport	

D2. Section 151 Officer Declaration	
As Section 151 Officer for **Nottingham City Council** I declare that the scheme cost estimates quoted in this bid are accurate to the best of my knowledge and that **Nottingham City Council** - has allocated sufficient budget to deliver this scheme on the basis of its proposed funding contribution; - accepts responsibility for meeting any costs over and above the DfT contribution requested, including potential cost overruns and the underwriting of any funding contributions expected from third parties; - accepts responsibility for meeting any ongoing revenue and capital requirements in relation to the scheme; - accepts that no further increase in DfT funding will be considered beyond the maximum contribution requested and that no DfT funding will be provided after 2016/17; - Confirms that the authority has the necessary governance / assurance arrangements in place and the authority can provide, if required, evidence of a stakeholder analysis and communications plan in place.	
Name: Geoff Walker Director of Strategic Finance	Signed: 

**This is only required from the lead authority in joint bids*