Nottingham Urban Area

Local Sustainable Transport Fund Main Bid

Business Case December 2011



Decade of Better Health

NHS Nottingham City

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In 2015…



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

Sarju is a retired Doctor and so he knows all about the advantages of walking and cycling. At 71 he's been active all his life and is really feeling the benefits of it as he still enjoys a busy pace of life. He's enjoys getting out and about after being a life long cyclist but now he's in his retirement he spends more of his time walking from A to B and using public transport, especially the free city link bus that takes him around the city when he's shopping. Sarju has a large extended family – and his son joined the City's Car Club a few years ago, which means he's had easy access to use a vehicle without having the hassle of paying for full time maintenance and upkeep of a car. He could choose from a wide range of electric vehicles on offer, which provided lots of flexibility for family trips out to places near and far – especially now all the latest intelligent plug-in hybrids can cater for any journey length. And, with a range of electric vehicle charging points around the city there's never a lack of places to charge up. Sarju and his extended family enjoy cycling at the weekends, especially along the canal waterways and they often hire their bikes to take advantage of the weather and the beautiful scenery along the route.



Arjan was made redundant in late 2011 after working at the same company for 12 years. Arjan had been studying part time at college to retrain as a Fitness Instructor and had taken cycle training lessons to build his confidence up, so he could fit in a bit of exercise on his way to college each day. When Arjan got his first job interview he went straight to his local Community Travel Hub, where he was able to get his low carbon travel options to get to the interview location – it was important to Arjan to make sure that his journey was as green as possible. After getting his bus route sorted Arjan was able to get to his interview on time – and all his hard work paid dividends as he was successful in his application! Arjan has now been working for the last 4 years for 4 days a week at leisure centres around the City and has a public transport route planned for each one. Arjan takes full advantage of the City's excellent public transport network by using his multi-operator SmartCard - which means he can swap between trams and buses for his journeys, all using the same card. The SmartCard doubles up as a library card and provides access to leisure activities which makes juggling a busy life and a new job that little bit easier!

Carla and Martin moved to Nottingham 3 months ago when Carla was offered a new job in the Enterprise Zone – they had been tempted to move by the leisure facilities, job opportunities and easy access to open spaces and parks. Their move was made even easier by receiving their Personalised Home Movers Pack, which gave them all the information they needed about transport and travel around their new home. The pack came directly from their estate agent and it even included a ready-to-use SmartCard so they could start using local buses, libraries and other facilities straight away. Carla and Martin intend to start a family in the future and so it's important to them that they can enjoy the outdoors – whilst benefiting from living in a City with excellent transport links that can get them to good jobs, schools and activities. They use public transport for all of their journeys now – the bus drivers are specially trained for efficient driving - and they've even found that they no longer need both the cars that they'd previously used to get them to their jobs. Carla and Martin have met lots of people whilst getting out and about in their neighbourhood and they even volunteer as cycle instructors in their local community in their spare time. Moving to Nottingham has increased their quality of life – and it's given them access to open spaces, quality time together and they're involved in their local community. Carla's parents visit regularly and are now looking to relocate to Nottingham so they can be closer to the family – and so they can enjoy some of the benefits that the Nottingham area holds.



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Volume 1: Strategic Case



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Volume 1: Strategic Case

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1. Introduction

The Strategic Case is one of five documents required to fulfil DfT's requirements for a WebTAG compliant Transport Business Case and provides the business need for the investment programme requested through the LSTF Main Bid Expression of Interest. The Strategic Case provides a clear rationale for the LSTF programme demonstrating how this additional investment will address local transport problems in a way that supports local economic development and reduces carbon emissions from transport. The key elements of Transport Business Case are set out in the Executive Summary.

The Strategic Case has been structured to show how the bid has been developed by identifying local economic, environmental and social issues, developing a co-ordinated strategy, considering the different options to deliver that strategy and the selection of the preferred package to provide a co-ordinated and mutually supportive programme of interventions to address the identified challenges.

The Strategic Case sets out:

- The context for the bid by describing the strategic aims, responsibilities and local policy drivers of the core organisations involved in the bid partnership in terms of carbon reduction, economy and health and showing how the LSTF bid will support those strategic policy areas.
- Local evidence to provide a more detailed narrative of the economic, environmental and social context for the bid area and identify the key transport challenges to be addressed by the LSTF bid.
- The strategy and scope of the LSTF bid to achieve the identified challenges.
- The different options considered for the LSTF programme and the rational for selecting the preferred bid package.
- A detailed description of the LSTF Bid programme.
- How the programme will reach the target audience.
- How the package addresses the DfT's twin objectives of supporting economic growth and reducing carbon emissions as well as meeting local health objectives.
- Programme monitoring and evaluation.
- Stakeholder engagement and evidence of support for the proposed LSTF programme.
- The outcome of the Equality Impact Assessment screening.

2. Business Strategy

2.1 Introduction

As one of the UK's core cities, Nottingham has the largest economy in the East Midlands and, as such, is a key driver of national prosperity. Nottingham is also a modern European city with a well-recognised international brand which has been built from our historical and industrial heritage. Today, Nottingham has a reputation for being at the cutting edge of scientific innovation, thanks to the presence of two world-class universities and our emerging expertise in areas such as bio-science. The city is also known for its vibrant cultural scene and world class sporting venues.

The Nottingham Urban Area LSTF Bid covers the built up area of the Nottingham conurbation as shown on the plan in **Figure 2.1**. This area comprises the administrative area of City of Nottingham and the urban areas within the boroughs of Broxtowe, Gedling, Rushcliffe and the Hucknall town in Ashfield District in Nottinghamshire and the boroughs of Erewash and Amber Valley in Derbyshire. The bid area has been selected as it corresponds to the Nottingham Travel to Work Area and the Housing Market Area so making it the logical choice.

This section provides the context for the bid by describing the strategic aims, responsibilities and local policy drivers of the core organisations involved in the bid partnership in terms of transport, economy and health.

2.2 Political commitment

The LSTF bid has broad political support and will directly deliver on local manifesto commitments. Nottingham, like all major European cities, faces significant global economic challenges at this time. Nottingham City Council recognises that it has a unique role to play in driving future economic growth; by providing the leadership to make this happen, by building and shaping the city's international and local identity and by facilitating change.

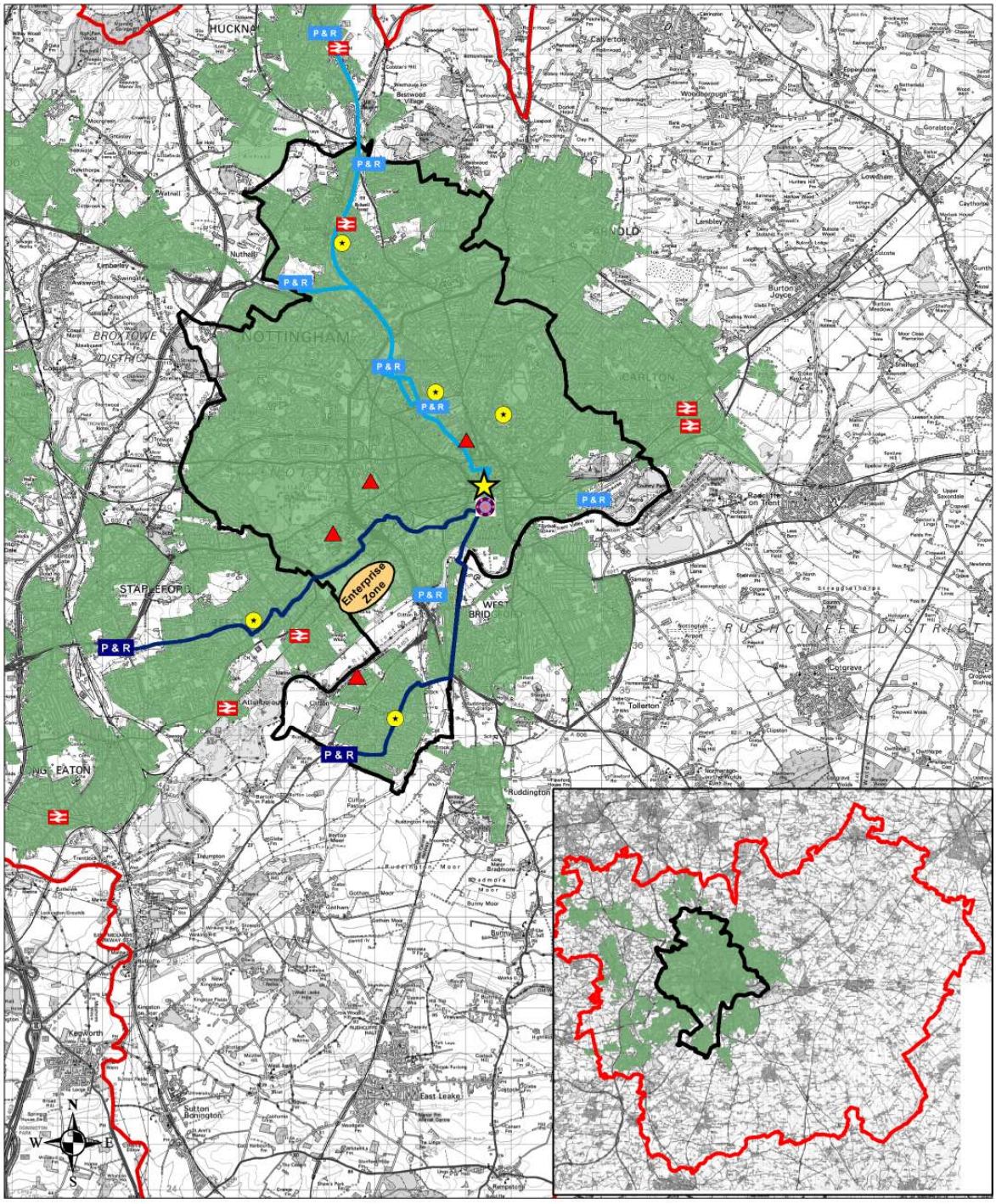
It is recognised that, whilst city prosperity relies on improved economic performance, the economy has an interdependent relationship between people and the places they live in. One cannot succeed without relative improvements in the other. Working with local citizens and businesses will be crucial to resolving the complex challenges the city faces in order to create jobs and make the local economy successful.

'Keep Nottingham Working' is a core priority to support the City's economic well-being by reducing unemployment, getting more school leavers into work, training or further education and supporting the needs of small business, social enterprise and co-operatives as well as developing the cultural and sporting offer. Nottingham is seeking to grow existing business and attract others to invest to drive the economy and become a leading European city.

A key message within the 'Invest in Nottingham' campaign is based around the award winning transport network in the city. This is seen as a key advantage for businesses when locating in the city to ensure they are able to bring staff into the workplace using an integrated, multi-modal public transport network. There are strong commitments to develop public transport and interchange between rail, bus, tram, bike and car, extend the commuter cycle network, develop workplace travel plans and develop the Citycard as a passport to a wider range of free or cheaper council services, travel and discounts.

'Transforming Nottingham's neighbourhoods' is also crucial with an emphasis on delivering integrated services at the local level through joint services centres (one stop shops providing housing, health, youth, library, employment support, skills development, training and other services from a single location). Improving the physical environment is part of this programme with the aspiration of making Nottingham a 20mph city with a rolling programme of 20mph limits in residential areas and outside schools. There is also political commitment to cutting carbon emissions to meet challenging local carbon reduction targets.

Figure 2.1 Map of the Nottingham Urban Area



Nottingham Urban Area

City centre hub
Station hub
Arnold & West Bridgford Community Hubs
P&R Existing P&R
P&R Proposed P&R
University hub
NET line 1
NET lines 2 & 3
Rail station
Travel to work area
City Boundary
Urban area

0 1,050 2,100 4,200 6,300 8,400 Meters

Scale: 1:121,000

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2.3 The Bid Partnership

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

The organisations involved in the bid partnership were invited on the basis of their track record in delivering on smarter choices activities, the breadth of experience and because of the mutual benefits the LSTF programme would bring to each of the partners' core activities. The roles and interests of each partner is set out in **Table 1.1** Stakeholder involvement and support for the LSTF bid is described more fully in **Section 10** of this document and the programme governance arrangements and the approach to communications and stakeholder management are set out in **Volume 5: Management Case**. **Appendix A** provides letters of support from the partners listed in Table 1.

Table 1.1: The Nottingham Urban Area LSTF Bid Partnership

Partner	Involvement in the LSTF bid
Strategic partners	
Nottingham City Council	The City Council is leading the preparation of the Nottingham Urban Area Bid supported by a partnership comprising public, private and third sector organisations and is responsible for managing the delivery programme and the central budget holder responsible for financial management. The City Council will work closely with its neighbouring transport authorities, Nottinghamshire County and Derbyshire County Council to deliver a step change in travel behaviour across the urban area. The three authorities have developed a shared Memorandum of Understanding to guide the delivery of their LTP strategies and this bid builds on that joint working approach.
Nottinghamshire County Council	There is long history of joint working with Nottinghamshire County Council on planning and transport through the Core Strategy and the LTP processes. The County Council is a joint partner for this bid and will be responsible for the delivery of measures in Broxtowe, Gedling, Rushcliffe and Hucknall.
Derbyshire County Council	The measures delivered through this bid will benefit residents of Derbyshire within the Nottingham travel to work area and the Council will play a role in project management and liaison as appropriate. It will be able to contribute officer time from its existing sustainable transport, accessibility and public transport teams and to consider allocation of other resources against specific initiatives. The Council will stay closely in touch with the project in order to align as closely as possible its ongoing work within these fields.
Sustrans	Sustrans is the UK's leading sustainable transport charity and main delivery partner for the Ucycle Nottingham programme which has been developed in partnership with the Nottingham Trent University, University of Nottingham and the Nottingham University Hospital Trust. Ucycle Nottingham provides a comprehensive cycle promotion programme for staff, students and visitors to these sites and is an integral part of the Key Component bid which will continue the programme and extend the approach to further education establishments. For the Main Bid Sustrans will support activities to promote cycling to young people using approaches based on its successful BikeIt delivery model.
Greater Nottingham Transport Partnership (GNTP)	GNTP is a public and private sector partnership which has been in place for 10 years and is hosted by a third sector local not for profit social enterprise, RideWise. GNTP has a wide reach with representation from major employers in the Nottingham urban area, from business representative organisations such as the Derbyshire and Nottinghamshire Chamber of Commerce and the Federation of Small Businesses and from local transport operators. The GNTP will lead the promotion and marketing support elements of the Key Component and Main Bids and deliver the business support package in the Key Component bid.
NHS Nottingham City	The City Council has worked closely with the local primary care trust over the last 10 years on a variety of transport/health related issues such as active travel including community cycling projects, access to health services and healthy food and joint strategic needs assessment. The responsibility for public health including commissioning, health promotion activities in relation to physical activity and active travel will be transferring to the local authority from April 2013 and transitional arrangements are in already in place. In 2010 the NHS Nottingham City and City Council jointly launched its public health behaviour change programme 'Decade of Better Health'. This has a number of strands and provides a local proven exemplar model for

Partner	Involvement in the LSTF bid
	community engagement on behaviour change programmes. Increasing active travel is also a key component of the City's Healthy Weight strategy to address obesity and the NHS funds the City Council's Active Families programme. Nottingham University Hospital Trust is a funding partner for two of the LSTF measures: Medilink and Ucycle.
Supporting partners	
Multi-sector partners – these are existing well-established partnerships with a clear focus on economy and carbon, which have the commitment and engagement of local constituent bodies and provide effective communication channels through these networks.	
Nottinghamshire City & County Employment and Skills Board (ESB)	The ESB is a public, private, third sector partnership for improving skills and opening up access to the labour market in the Nottinghamshire area with membership from City and County Councils, Jobcentre Plus, major employers including Experian, Capital One, Laing O'Rourke, Alliance Boots, the small business sector including Chamber of Commerce and the Federation of Small Businesses, and further and higher education providers and voluntary sector training and skills networks. The Department for Work and Pensions (DWP) have commissioned local providers Ingeus and Working Links to deliver the 'Work Programme in Nottingham and Nottinghamshire'. There will be the opportunity through ESB to work closely with these organisations to develop activities and services to address barriers for job seekers in accessing work and training opportunities, such as the availability and affordability of transport options, by building on local good practice established through initiatives such as 'Making the Connections' and 'Wheels to Work'.
Invest in Nottingham	Invest in Nottingham is the driving force behind the City's economic development focusing on Nottingham's five key growth sectors – Science and Technology, Business and Finance, Retail and Leisure, Creative and Public Sector. It has an ambitious regeneration and development programme to help new and indigenous businesses and continue to inspire investors and developers looking to establish their operation in the Nottingham conurbation. Invest in Nottingham is looking to support the bid through the opportunities it creates for businesses that operate within the Low-Carbon Technology sector as well as businesses that have an active environmental Corporate Social Responsibility programme.
Nottingham Green Theme Partnership	The Nottingham Green Theme Partnership is the lead for delivering the 2020 objectives for a Green Nottingham as set out in the Nottingham Plan (Sustainable Community Strategy) including significantly reducing carbon emissions through greater energy efficiency and shifting to renewable energy and creating jobs for local people in an expanding and innovative environmental sector. It has a wide private public and third sector membership including Browne Jacobson, Boots, Experian, Co-operative Banking, Nottingham Development Enterprise, Nottingham City Council, NHS Nottingham City, Nottingham City Transport, Nottingham City Homes, University of Nottingham, Nottingham Trent University, Nottingham Energy Partnership, the Environment Agency, Groundwork Greater Nottingham and the Transition Nottingham groups.
Private sector support: There is strong evidence of engagement with the business sector through the GNTP and through the Green Nottingham Partnership and these, along with other local business networks, will continue to be used to develop and share good practice on travel planning, sustainable business travel and low carbon fleets. In addition the following organisations have offered their support to the bid. These represent a range of sectors, have demonstrated a track record in travel planning and have commitment to this agenda at a senior level.	
Alliance Boots	Alliance Boots is a global organisation with its headquarters in the bid area. The company is a market leader in carbon reduction for the health and well-being sector as part of their approach to corporate social responsibility and is an ambassador for sustainable transport within the local business community. Alliance Boots wishes to work with the bid partnership regarding smartcard integration, commuter cycle hire at transport interchanges and eco driving programmes to improve energy efficiency of business travel and fleet operations. An Enterprise Zone is to be established on the Boots' site offering a multi-use employment site of 100 acres with the potential to create 5,000 – 10,000 jobs.
Capital Shopping Centres (Victoria & Broad Marsh Shopping Centres)	The Victoria and Broad Marsh Shopping Centres are served by the electric Centrelink shuttle bus service. Capital Shopping has agreed to support the LSTF bid with the development of a multi-purpose smartcard for an extended range of transport services and related retail offers, provision of personalised public transport information for customers, development of the electric vehicle charging network and improving facilities for cyclists.

Partner	Involvement in the LSTF bid
E.ON UK	E.ON is another international organisation with a significant workforce in Nottingham and will shortly be relocating one of it's main offices to Nottingham city centre because of the good transport links. Again E.ON is a local ambassador for sustainable transport and a leader in carbon reduction in the energy generation sector. E.ON UK is already involved in a number of sustainable travel initiatives to help employees to reduce their reliance on the car and have reduced business travel through improvements to video conferencing and launching tele-presence in Nottingham providing significant savings in business flights, mileage claims, car hires and lost travel time. E.ON has also invested in electric vehicle charging points at its Nottingham sites.
Greater Nottingham LIFT Company Ltd (GNLIFTCo)	GNLIFTCo are the landlords of the three Joint Service Centres (JSCs) in Nottingham (Clifton Cornerstone, Mary Potter at Hyson Green and Bulwell Riverside) which will be the bases for the Community Smarter Travel Hub activities in the City. These centres provide a range of integrated local services including health, housing, youth, community and library services at a single location and have excellent public transport links (Mary Potter and Bulwell are served by NET Line One and Clifton will be served by NET Phase Two). Establishing these as Community Smarter Travel Hubs will promote interchange by offering electric vehicle charging, cycle hire, cycle parking and lockers at each site. The sites will also provide neighbourhood venues for the delivery of a programme of community interventions to promote smarter travel options such as journey planning advice services, ICT skills workshops, cycle training activities.
ITP Consultants	ITP Consultants' Nottingham office has been awarded seedcorn funding from the Technology Strategy Board and Ordnance Survey's Geovation competition to develop an accessible web and app based transport tool, @ccessadvsr, to provide a one stop source of travel information tailored for people with limited mobility which will be initially developed for the Nottingham area. This initiative complements the bid proposals and ITP will work closely with the bid partnership during the development stage to maximise the benefits of the concept.
Tramlink consortium	The Tramlink consortium has been appointed to build and operate Nottingham Express Transit Phase Two. The consortium comprises local and international private sector transport, construction and finance organisations, including Wellgalde Ltd (parent company to the local Trent Barton bus operator), VINCI investments, VINCI Construction UK, Alstom, Keolis, InfraVia, and Meridiam.
Third sector delivery partners: The local delivery model proposed through the Community Smarter Travel Hubs will strengthen the capacity of the third sector. The Neighbourhood Smarter Travel Co-ordinators will commission local travel activities and services tailored to the needs of individual communities from a range of private and third sector provider organisations. The following third sector partners with considerable experience of delivering community level sustainable transport interventions have assisted the bid development and will be actively involved in supporting the delivery programme.	
British Cycling	British Cycling are the national governing body for cycle sport in the UK and will be delivering the 'Breeze' programme in Nottingham in 2012 and 2013 to get more women cycling. The Breeze Champions coming out of this programme will support the development of the community cycling activities in the Active Travel Solutions workstream of the bid.
Framework Housing Association	Framework Housing Association is a homelessness charity based in Nottingham providing housing, support, training care and resettlement services. As part of the support and resettlement programmes Framework's clients are encouraged to renovate old or abandoned bikes which are then used by the RideWise cycle training organisation to enable anyone to get involved in cycling irrespective of whether they own a bike. FHA will provide experise and outreach services with project support to set up additional community bike recycling schemes in the Community Smarter Travel Hub areas.
RideWise	RideWise is a local community enterprise providing cycle training, cycle loans, led rides and support services. In addition to providing general community cycle training activities RideWise specifically deliver the following local programmes: 'Cycling for Health' scheme commissioned by NHS Nottingham City to increase cycling in adults particularly amongst people aged over 40 years in the most deprived areas of the city; Cycle training in primary schools in Nottingham City, particularly in areas of multiple deprivation through the Bikeability scheme; Training also extends to further education colleges and Universities through the Ucycle Nottingham project. RideWise will be one of the main local providers for the Active Travel Solutions package in partnership with Sustrans.

Partner	Involvement in the LSTF bid
Rural Community Action Nottinghamshire (RCAN)	Rural Community Action Nottinghamshire (RCAN) has been the provider of the 'Wheels to Work' programme in Nottinghamshire since 2002 and has developed strong working relationships with the local employment and training sector including Jobcentre Plus, Connexions, Ingeus, Working Links, local colleges and voluntary and community organisations. RCAN is well-connected to the other Wheels to Work projects including the scheme in Derbyshire and was identified as a centre of excellence of Wheels to Work. In 2009/10 RCAN delivered a successful pilot Bike to Work project in Nottingham City and Hucknall which demonstrated the demand for these services. RCAN would be the preferred provider for the Ways to Work package proposed in this bid which looks to provide affordable low carbon transport options to address transport barriers to taking up employment opportunity and has been designed to complement the support available through the DWP's programmes.
Others: There are a range of other third sector delivery partners not already mentioned above. Many of whom are already active in the bid area, whose expertise will be drawn on for the delivery of the neighbourhood intervention programmes as summarised below. A full list of project partners, stakeholders and menu of potential service providers by sector is provided in **Appendix B**.	
Active travel	• **Age UK Nottinghamshire** – Provide the Best Foot Forward community guided health walk programme commissioned by NHS Nottingham City • **Sport Nottinghamshire** – Active travel promotion such as Workplace Cycle Challenge • **Walk England** – Community walking interventions • **Nottinghamshire YMCA** – Provide a Physical Activity Referral Service commissioned by NHS Nottingham City
Greener driving	• **Carplus** – city car club umbrella organisation • **Liftshare** – car share and journey buddying • **Ecostars initiative** being launched in Gedling in 2012
Community engagement	• **Smarter Choices Roadshow** – community engagement and behaviour change activities

2.4 Local policy context

Sustainable Community Strategy

The Sustainable Community Strategies for Nottingham City, Nottinghamshire and Derbyshire set out the long term vision for social, economic and environmental wellbeing for the bid area. The objectives of the three Sustainable Community Strategies are complementary as shown in **Table 1.2**.

Supporting people into work is a core aspect of the Sustainable Community Strategy for Nottingham. Too many people in the city remain disconnected from jobs, wealth and opportunities and a key aim is to tackle poverty and deprivation by getting more local people into good jobs. Ensure that the expansion of key sectors creates jobs that local people can benefit from – good jobs that pay a living wage or better (preferably requiring level 2 skills or above). This requires relevant education and skills training being made available, and will underpin efforts to raise aspirations across the city and get people into work.

These intentions are summarised in the following headline targets:

- Increase the city's employment rate to 75%
- Raise the proportion of adults with at least level 2 qualifications to 90%
- Move the City of Nottingham out of the 10% most deprived authorities in England.
- Ensure that no neighbourhood is in the most deprived 5% nationally
- Halve the proportion of children living in poverty.

Table 1.2: Summary of local priorities for achieving Sustainable Communities across the LSTF bid area

Nottingham City Sustainable Community Strategy 2010 – 2020	Nottinghamshire Sustainable Community Strategy 2010 - 2020	Derbyshire's Sustainable Community Strategy 2009 - 2014
Working Nottingham: Tackle poverty and deprivation by getting more local people into good jobs – to raise aspirations, educational attainment and skills and help get more adults into work, taking more families out of poverty.	**A more prosperous Nottinghamshire** – this includes helping businesses to start up, grow and flourish, making sure that there are enough jobs, and people have the right skills and qualifications	**Sustainable communities:** Support a thriving local economy and sustainable communities where businesses are competitive and people have a good education, take part in learning opportunities, have the right skills to gain employment and can access high wages and skilled jobs locally.
World Class Nottingham: Develop Nottingham's international standing for science and innovation, sports and culture		**Culture:** Increase participation in arts, sports, cultural and leisure opportunities
Neighbourhood Nottingham: Transform Nottingham's neighbourhoods - improving the quality and choice of housing and neighbourhoods in which to live, attracting new people to the city and allowing those who want to stay, to do so. It will also work to improve public services in every neighbourhood and empower communities to take more control.	**Making Nottinghamshire's communities stronger** – this includes access to services, culture, heritage and sport, community life, and a sense of community belonging and identity.	**Cohesive communities with a thriving voluntary and community sector** • Understanding communities and delivering services which are • accessible to all • Looking at the bigger picture • Working together to achieve more • Being prepared to be flexible and 'do things differently'
Family Nottingham: Ensure that all children and young people thrive and achieve – to strengthen family life, raise aspirations, educational attainment and skills and help get more adults into work, taking more families out of poverty. We will build on our pioneering early intervention work to help to break the cycle of inter-generational deprivation in Nottingham.	**A place where Nottinghamshire's children achieve their full potential** – this includes education, safety, health, opportunities to enjoy sports, leisure and arts facilities, and economic issues affecting children and young people	**Children and young people** • Enable more children and young people to be healthy • Ensure children and young people stay safe • Help children and young people enjoy and achieve • Enable children and young people to make a positive contribution • Help children and young people achieve economic wellbeing
Safer Nottingham: Reduce crime, the fear of crime and anti-social behaviour - making our neighbourhoods and homes safer and more attractive places to live, and working to tackle the causes of crime.	**A safer Nottinghamshire** – this includes crime and anti-social behaviour	**Safer communities** • Reduce crime and the fear of crime • Reduce the harm caused by drugs and alcohol • Tackle anti-social behaviour and the • effect it has on communities • Improve the safety of local people
Healthy Nottingham: Improve health and wellbeing - getting people back into work, promoting healthy lifestyles for young and old, making services more accessible and looking after vulnerable and older people.	**Health and well-being for all** – this includes improving general health and life expectancy, tackling obesity, helping disabled people, as well as ensuring older people and vulnerable people are well looked after	**Health and wellbeing** • Promote health and wellbeing and reduce health inequalities • Increase independent living and improve quality of life • Promote choice and control • Improve inclusion and contribution • Enhance dignity and safety

Nottingham City Sustainable Community Strategy 2010 – 2020	Nottinghamshire Sustainable Community Strategy 2010 - 2020	Derbyshire's Sustainable Community Strategy 2009 - 2014
Cross-cutting aim: Green - Being environmentally friendly - move Nottingham into a lower carbon future, and live within our environmental limits.	**A greener Nottinghamshire** – this includes improving the environment, recycling, public transport, decent and affordable housing, the countryside, biodiversity, green space and cutting greenhouse gas emissions	**Sustainable communities** • Improve and protect the local environment • Provide well connected communities where people have the services they need and can get to where the y need to go and so use their cars less.
Cross-cutting aim: Aspiring - Raising aspirations of all across the city, particularly those who have felt excluded for too long. This is at the heart of our ambition to 'break the cycle' of intergenerational poverty in Nottingham.		**Reduce inequalities** by supporting the most disadvantaged and/or vulnerable people in Derbyshire by: • Improving the quality of life of those who are more likely to have low educational achievement and skills, less likely to be employed, more likely to have poor health and often suffer from higher levels of crime • Supporting and understanding the needs of those living in parts of the county where hidden pockets of deprivation exist • Understanding and responding to the diverse needs of people in Derbyshire who, regardless of where they live, may find themselves vulnerable or disadvantaged.
Cross-cutting aim: Fair - Achieving fairness and equality of opportunity by treating its citizens fairly, achieving equality of opportunity and valuing diversity.		

Transport policy

The bid area spans three Local Transport Plans (LTPs) covering Nottingham City, Nottinghamshire County and Derbyshire County Councils. The three LTPs share a common strategic transport vision to support economic growth and reduce carbon emissions from transport. A shared Memorandum of Understanding was developed to guide the delivery of our LTP strategies across the Nottingham conurbation and the LSTF bid is an extension of that joint working approach. The objectives for each of the LTPs and how these will be supported by the LSTF bid outcomes is set out in **Table 1.3**. The three strategic authorities are already working on common Core Strategies for the Nottingham Core Housing Market Area and so closer working on transport delivery will complement this approach as described in section 2.4.3.

Table 1.3: How the LSTF will address the LTP objectives for the Nottingham Urban Area

Nottingham LTP Objectives	Nottinghamshire LTP Objectives	Derbyshire LTP Objectives	Nottingham Urban Area Bid outcomes
Delivering a **world-class sustainable transport system** which supports a thriving economy and enables growth	**Supporting economic growth by** • Tackling congestion and make journey times more reliable • Improving connectivity to inter-urban, regional and international networks, primarily by public transport • Addressing the transport impacts of planned housing and employment growth • Encouraging people to walk, cycle and use public transport through promotion and provision of facilities • Supporting regeneration	Supporting a resilient **local economy.**	• Reduce congestion and journey unreliability • Enhance interchange and integration with major infrastructure projects such as NET Phase Two and Station Hub redevelopment • Increase levels of walking, cycling and public transport patronage
Creating a **low carbon transport system** and a resilient transport network	**Helping protect the environment by** • Reducing transport's impact on the environment (air quality, buildings, landscape, noise etc.) • Adapting to climate change and the development of a low-carbon transport system	Tackling **climate change.**	• Reduce carbon emissions from transport • Equip citizens with tools to avoid unnecessary trips through use of technology • Promote low carbon travel through provision of electric vehicle fleets and infrastructure
Improving access to key services, employment and training including creation of local employment and training opportunities	**Improving accessibility by** • Improving access to employment and other key services particularly from rural areas • Provision of an affordable, reliable, and convenient public transport network	Promoting **equality of opportunity.**	• Improve access to employment and training • Greater employment and training opportunities for local people in the transport sector • Increase levels of social inclusion and life chances for all

Nottingham LTP Objectives	Nottinghamshire LTP Objectives	Derbyshire LTP Objectives	Nottingham Urban Area Bid outcomes
Improving the quality of citizens' lives and transform Nottingham's neighbourhoods	**Maintaining and improving existing infrastructure by** • Maintaining the existing transport infrastructure (roads, footways, public transport services etc.).	Improving **quality of life** and promoting a **healthy natural environment.**	• Empower communities to influence decisions on transport • Increase satisfaction with transport services and local areas • Improve local neighbourhoods and the public realm
Supporting citizens to live **safe, independent and active healthy lifestyles**	**Improving health and safety by** • Improving levels of health and activity by encouraging active travel (walking or cycling) instead of short car journeys • Addressing and improving personal safety (and the perceptions of safety) when walking, cycling or using public transport	Contributing to better **safety, security and health.**	• Reduce levels of road traffic casualties • Increase users perceived and real levels of safety when travelling • More children and adults utilising active travel modes more often • Reduce transport's impact on air quality and noise • Reduce the amount of anti-social behaviour and build a culture of respect for transport • Transport services developed that support more independent living

Spatial planning policies and priorities

A crucial aspect to transforming Nottingham and the success of delivering sustainable housing and employment growth is working in partnership with the neighbouring planning authorities to integrate land use and transport planning, In 2005 the Nottingham Core Housing Market Area (HMA), covering the administrative areas of Nottingham City, the boroughs of Broxtowe, Gedling and Rushcliffe in Nottinghamshire and Erewash in Derbyshire was designated as a Growth Point by the government.

Aligned Core Strategies are being developed by the planning authorities in the Nottingham Core HMA and the Greater Nottingham Aligned Core Strategies Option for Consultation was published in February 2010 and is on track to be adopted at the end of 2012. This document identifies 12 draft spatial objectives which set the direction of travel for the overall spatial vision for the area and will ensure coherent and consistent planning for the future of the area whilst also making best use of existing resources. These objectives are consistent with and complementary to the Sustainable Community Strategy for each authority. **Table 1.4** shows how the spatial objectives will be supported by the LSTF bid.

Table 1.4: How the LSTF will address the Aligned Cores Strategies' spatial objectives

Greater Nottingham Aligned Core Strategies: Draft Spatial Objectives	Nottingham Urban Area Bid outcomes
1. High quality new housing (affordable decent homes, mixed balanced communities)	• Reduce travel demand by promoting use of alternatives • Get the most out of capital transport investment by enhancing interchange and integration with major infrastructure projects such as NET Phase Two and Station Hub redevelopment • Equip citizens with tools to avoid unnecessary trips through use of technology
2. Timely and viable infrastructure (make best use of existing and provide new and improved social and physical infrastructure to support housing and economic growth)	
3. Economic prosperity for all	• Reduce congestion and journey unreliability • Improve access to employment and training through encouraging greater mobility via education and affordable public transport provision • Greater employment and training opportunities for local people in the transport sector
4. Excellent transport systems and reducing the need to travel	• Enhance interchange and integration with major infrastructure projects such as NET Phase Two and Station Hub redevelopment • Equip citizens with tools to avoid unnecessary trips through use of technology
5. Strong, safe and cohesive communities	• Empower communities to influence decisions on transport • Increase satisfaction with transport services and local areas • Reduce the amount of anti-social behaviour and build a culture of respect for transport
6. Flourishing and vibrant town centres	• Reduce congestion and journey unreliability • Make Nottingham a more attractive destination for investors and businesses • Improve access to local services • Improve local neighbourhoods and the public realm
7. Regeneration	
8. Health and well-being	• Reduce levels of road traffic casualties • Increase users perceived and real levels of safety when travelling • More children and adults utilising active travel modes more often • Reduce transport's impact on air quality and noise
9. Opportunities for all	• Improve access to employment and training through encouraging greater mobility via education and affordable public transport provision • Greater employment and training opportunities for local people in the transport sector • Increase levels of social inclusion and life chances for all • Transport services developed that support more independent

Greater Nottingham Aligned Core Strategies: Draft Spatial Objectives	Nottingham Urban Area Bid outcomes
	living
10. Environmentally responsible development addressing climate change	• Reduce carbon emissions from transport • Promote low carbon travel through provision of electric vehicle fleets and infrastructure • Increase levels of walking, cycling and public transport patronage
11. Protecting and improving assets (green infrastructure, environmental quality and biodiversity)	
12. Protecting and enhancing Greater Nottingham's individual and historic character and local distinctiveness.	• Improve local neighbourhoods and the public realm

Economic development policies and priorities

The Nottingham Urban Area is the largest employment and economic centre in the East Midlands with an economy worth over £12 billion per annum. However the city has higher than average levels of unemployment and residents without qualifications. Linking people to jobs is crucial to Nottingham's economic future so inward investment, supporting enterprise and improving skills to support people into employment are core priorities across the bid area and the bid partners are leading a number of strategic activities to deliver this agenda.

Nottingham City Council is developing a **Growth Plan** to facilitate market-led growth to benefit both citizens and businesses. The emerging vision for growth in Nottingham is set out in **Table 1.5**.

Table 1.5 Emerging Vision for Growth for Nottingham
In one year's time: Nottingham's citizens will be able to see signs that growth is returning to our local economy. Construction activity is resuming, with more cranes in the air, and local people are benefiting from the new jobs being created. Local businesses too are benefiting from the expertise and financial support available from national and local government initiatives and are beginning to invest in capital equipment. The city council is working closely with the Government and the other local authorities to increase the opportunities that are available to businesses and citizens as part of the local economic recovery.
In three year's time: Business confidence will have returned to pre-recession levels, based on improved national and international trading as well as greater access to finance. Job opportunities for local people should continue to increase and those choosing to start their own business are more convinced of their survival. Nottingham will become a bustling city with a growing economy, thanks in part to the completed rail hub and the new tram lines. The widening of the A453 will relieve the economic throttle that has held the city back for many years. Nottingham will be recognised locally and nationally as a significant UK core city. Overseas investment, often linked to the city's universities, will increase and spawn a series of new building projects in the Nottinghamshire Enterprise Zone and other employment areas. More UK and overseas visitors will come to the city to enjoy its heritage and take advantage of its recently refurbished retail offer. There will be an increased take-up of education and training courses that give citizens the necessary skills to take advantage of new local job opportunities. The number of citizens claiming benefits will fall as a mood of optimism returns to the city.
In ten year's time: Nottingham's citizens will have seen steady and sustainable economic growth over the decade and their living standards have improved. Nottingham's international reputation will have grown and many overseas companies are choosing the city to base their European operations. This is linked to our growing reputation for healthcare, green energy and creative industries expertise alongside its strong professional services and retail base.

The Growth Plan, which will be published in early 2012, will set out an action plan for attracting investment and creating jobs which will underpin Nottingham's ambition to remain a leading international city. Activity will be under four main themes:

1. Creating the Conditions for Growth by

- Encouraging commercial development
- Maximising the benefits of public infrastructure benefits
- Being proactive in unlocking development sites and facilitating house building
- Directly investing in special infrastructure projects such as super-fast broadband and utilising innovative financial mechanisms

2. Supporting Growth and Competitive Business by

- Accessing national support and providing additional local support to existing businesses which have the potential for growth
- Seeking to ensure new investors Choose Nottingham
- Continuing to encourage citizens and investors to create sustainable new businesses
- Recognising and maximising local government's contribution to growth
- Helping businesses realise their growth potential by improving the availability of finance and generating more investor ready propositions

3. Enabling citizens to access jobs by

- Encouraging citizens to become skilled in areas where future jobs will be created
- Helping citizens move from benefits into employment

4. Building international awareness of Nottingham by

- Strengthening Nottingham's business reputation and profile
- Building on the national status the city has as a core city and a science city

Nottingham City Council's **Working Nottingham Strategy** sets a challenging target to reduce unemployment by 25% over the next four years. To meet this challenge the City Council has set up a partnership with employers, training providers and related organisations called the Nottingham City Employer Hub, which is designed to improve skill levels and match people to the jobs available. This approach focuses on the needs of employers, while engaging with training providers to ensure that Nottingham City residents have the right skills and qualifications to access the opportunities secured by the Employer Hub.

Key to this is engagement with the City's most deprived communities and individuals and the Working Nottingham Strategy recognises that overcoming barriers (including transport and geography) is a major challenge in tackling worklessness and bringing down unemployment. These efforts will be supported by a £1.5million Nottingham Jobs Fund, which will provide 50% of funding for employers looking to create opportunities for candidates from deprived communities that are not in employment, education or training.

The Working Nottingham Strategy also recognises key growth sectors where opportunities will be created including Science and Technology, Business and Finance, Retail and Leisure, Creative Industries, Care, and the Public Sector. Developing transport infrastructure, education and sustainability is vital in both creating investment and growth opportunities for the private sector and ensuring local jobseekers can access employment and training in key growth industries.

This approach complements the work of the **Nottinghamshire City & County Employment and Skills Board** (NCCESB) across the wider conurbation. The partnership brings together a range of private, public and third sector organisations, for the common purpose of improving the skills and employment opportunities of people across Nottinghamshire; helping to reduce local poverty and raise aspirations. The partnership also aims to coordinate effective support to businesses and develop a local workforce whose skills meet the requirements of employers locally and supports a vision of creating a highly competitive local economy.

The NCCESB's vision is for "Nottinghamshire - both its city and its county - to achieve long term sustainable employment and business growth, supported by a first class skilled workforce". The NCCESB Working and Skilled Strategic Plan for Nottinghamshire City & County Employment and Skills Board 2010–2015 (June 2010) (http://www.nccesb.org.uk/working-and-skilled-strategy/) sets four strategic priorities:

- **Employer Leadership** "Putting employers at the core of what we do; championing Our Vision, Our Aims and Our Priorities"
- **Economic Recovery and Growth** "Accelerating the potential in existing industry and supporting the emergence of sunrise industries"
- **Higher Skills for Nottinghamshire** "Focusing on high quality vocational training to grow and attract a more knowledge intensive economy and developing enterprise skills across the workforce."
- **Employment for All** "Supporting young adults and other potentially vulnerable groups to succeed."

The LSTF bid partnership is linked into local business priorities at both sub-national and sub-regional levels through two key partnerships: D_2N_2 Local Enterprise Partnership and the Greater Nottingham Transport Partnership (GNTP).

D_2N_2 Local Enterprise Partnership: At a strategic level the LSTF bid area sits within the D_2N_2 Local Enterprise Partnership comprising the local authority areas of Nottingham, Nottinghamshire, Derby and Derbyshire. The D_2N_2 LEP aims to create the right conditions for future economic prosperity and resilience in the area by:

- Building on the reputation the area has for internationally competitive science, manufacturing, engineering and creative industries, to drive productivity growth as we develop a low carbon economy;
- Developing the area's distinctive cultural, leisure, sport and tourism offer to world class standards;
- Ensuring that the benefits of sustainable economic growth are shared across our cities, towns and rural communities;
- Developing a skills programme, building on the strengths and reputation of the area's further education and higher education sectors to meet and drive up employers' current and future skills demands;
- Continuing to secure investment in regeneration and infrastructure projects to stimulate private sector growth.

The LEP Board is led by the private sector and has high level representation from local authority leaders providing a commercially informed strategic direction to the partnership. The Board seeks to drive investment to the area and foster a culture of high level economic prosperity by:

- Being a strong influential voice for the area and a conduit between Government and the area;
- Providing an integrated framework for and leading on targeted interventions to boost private sector growth across priority sectors with potential;
- Ensuring that all of the LEP's interventions help to deliver investment and reduce the area's dependence on public sector employment.

An over-arching priority for all of the LEP activity will be to encourage the development and adoption of low carbon technologies, and their application to sustainable and renewable energy.

The LEP will provide a steer on strategic and large scale infrastructure development that could be supported by sustainable travel activities supported through the LSTF. Although still in the early stages it is expected that the LEP's Transport and Infrastructure Group will shape a co-ordinated approach to the delivery of key priorities including the delivery of local LSTF programmes and will seek to enhance the overall benefits of LSTF funding secured within the LEP area across the whole area by identifying opportunities for sharing best practice and experience and promoting collaborative working. In September 2011 the LEP Board endorsed strategic transport priorities for the LEP area including submission of this Nottingham Urban Area LSTF bid.

Greater Nottingham Transport Partnership (GNTP): The GNTP manages the Big Wheel integrated transport marketing programme on behalf of the local authorities and provides the umbrella organisation to engage with the business sector at a local level on transport issues. GNTP has representation from major employers in the Nottingham urban area, public sector partners and the local transport operators. The Derbyshire and Nottinghamshire Chamber of Commerce is represented and smaller businesses are represented through participation of the Federation of Small Businesses as well as by individual organisations. Currently

membership stands at around 650 organisations with a core of around 10 active organisations who act as ambassadors in the business community for sustainable travel and travel planning activities.

GNTP provides a conduit for businesses to input to transport policy development thereby shaping the delivery of local transport initiatives and has been influential in shaping the direction of the LTPs and has led consultation on major cross-conurbation projects. Views of GNTP members have helped to shape the Nottingham Urban Area LSTF bids to ensure that the proposed programme will provide the smarter travel solutions businesses need and thereby support local economic activity.

Carbon reduction policy context

Addressing climate change by reducing carbon emissions from transport is also a core aim of the LSTF bid. Nottingham was an early pioneer in demonstrating commitment to tackling climate change and a founding member of the Nottingham Declaration on Climate Change in 2000 which has now been signed by over 230 local authorities and organisations. In addition, the City Council is the only Local Authority in the UK to have adopted a motion recognising the need to respond to the forthcoming impact of peak oil. This early commitment has underpinned the development of a framework for reducing carbon emissions from transport through a combination of integrated public transport provision, promoting travel behaviour change and trialling alternative fuels and technologies delivered through the LTP programmes and other transport funding streams.

The local authorities and partners in the Nottingham Urban Area are pursuing a number of policies and strategies to deliver on our carbon reduction commitments in which sustainable transport plays an important role in delivering local carbon reduction targets:

- The **Draft Nottingham Community Climate Change Strategy** (2011) sets out how we will reduce citywide CO_2 emissions by 26% by 2020 based on 2005 baseline (a saving of 507,000 tonnes of CO_2) by developing a low carbon resilient society for Nottingham. The strategy identifies 10 key actions to achieve this vision including:
  - Delivering a 5% reduction in Nottingham's total carbon emissions by 2020 from 2005 through behavioural change equating to saving 98,000 tonnes of CO_2;
  - Supporting the creation of jobs and apprentices from Nottingham's emerging green economy;
  - Establishing a network of community influencers through the existing MyStreet scheme;
  - Supporting the business community to address climate change issues via the Nottingham Carbon Club and other networks.
- The next step is to develop a series of neighbourhood action plans to drive behaviour change to reduce carbon dependency through specific targeted interventions suited to local areas.
- The Counties and the Districts have also set strategic climate change objectives to reduce the carbon impact of their own operations and to work with their strategic partners and local communities on local carbon reduction programmes. Seven of the nine local authorities with planning and/or transport responsibilities within the bid area are already signatories to the Nottingham Declaration on Climate Change.
- Nottingham City Council is one of the few local authorities to have a **Climate Change Adaptation Action Plan** (2010). Adaptation is a key part of climate change policy and delivery, and is essential in ensuring that the Council's services and infrastructure are able to deliver in light of a changing climate. The Strategy sets out the ways in which the Council can make its services more resilient to the effects of climate change, as part of achieving the aims of the One Nottingham Sustainable Community Strategy and our commitment to National indicator 188: Adapting to climate change. The case for adaptation is a strong one. The Stern Review showed that there are significant economic incentives in investing sooner rather than later - the cost of adapting now is less than the cost of clearing up afterwards. A Local Climate Impacts Profile, carried out as research into how Council services had been affected by recent weather events, found that in the last 10 years there had been nine weather events severe enough to disrupt Council services, costing time and money. The Strategy uses risk assessments, analysis of the cost of adapting versus the cost of the impacts and scoping of new markets and opportunities to

identify priority areas for adaptive action to the way we deliver our key services to cope with higher summer temperatures and milder wetter winters.

- This work will be developed further by the **Mini-Stern Review** which has been undertaken in partnership with Nottingham Trent University to assess the economic impact of climate change for the city to help to protect vulnerable businesses and attract new industries to the area.
- The **2020 Nottingham Energy Strategy** (2010) identifies a number of transport interventions to reduce carbon emissions and maximise energy output including:
  - Developing the city's electric vehicle charging infrastructure including conducting feasibility of using open area car parking for photo voltaic arrays to power electric vehicle charging stations;
  - Incentivising and supporting electric vehicle options for public and private transport;
  - Developing work in partnership e.g. with the University of Nottingham, Enviroenergy and the local distribution network operator to use electric vehicles to buffer supply and act as energy vectors; and
  - Establishing the city as a centre for energy efficient technology businesses and innovation.

Health policy context

The local authorities have worked in partnership with local NHS organisations and other partners for a number of years to develop initiatives around active travel and improving access to healthy lifestyles, including active leisure and healthy food, as well as improving access to local health services. Improving life expectancy by addressing the social, cultural and environmental factors which support a healthy weight to reduce the incidence of overweight and obesity is another important issue for the bid area.

Nottingham City Council and NHS Nottingham City published a **Healthy Weight Strategy for Nottingham 2011-2020** (October 2011) which sets out a vision to reduce obesity Nottingham. The strategy provides a single overarching framework for partnership action so that children, families and adults can achieve a healthy weight. The includes action to prevent obesity at a population level that targets the 'obesity promoting' environment as well as improving nutrition and physical activity in through targeted interventions with individuals. Creating a physical, social and cultural environment that supports active travel and offering walking and cycling activities as physical activity interventions through mainstream and targeted services will play a key part in delivering this strategy. The Marmot review 'Fair Society Healthy Lives' (2010) highlighted the inequalities in active travel and the importance of improving active travel across the social gradient. As Nottingham has a higher proportion of citizens from lower social grades, improvements will be particularly beneficial and contribute to the addressing obesity and other health outcomes.

The health of the population and local economic development are intrinsically linked. Evidence suggests that work can be good for health, reversing the harmful effects of long-term unemployment and prolonged sickness absence. Families without a working member are more likely to suffer persistent low income and poverty. There is also evidence of a correlation between lower parental income and poor health in children. Therefore improving the health of the working age population is critically important for everyone, in order to secure both higher economic growth and increased social justice.

Ill-health can also impair economic productivity even if it does not lead to immediate absence. Nationally the annual economic costs of sickness absence and worklessness associated with working age ill-health are estimated to be over £100 billion. (Review of the health of Britain's working age population: Working for a healthier tomorrow, March 2008). Improving the health and well-being of the working age population will help to ensure a healthy, active retirement, to promote social inclusion and to deliver prosperity to individuals, employers and the nation as a whole.

Transport plays an important role by ensuring people can access jobs and services in the first place, including improving access to health services and more widely by supporting a healthy lifestyle in terms of access to food and access to leisure and open space, important for physical activity and mental wellbeing. Active travel can play an important role in keeping people fit and healthy and the benefits of increased physical activity for reducing the risk of many chronic conditions including coronary heart disease, stroke,

Type 2 diabetes, cancer, obesity and musculoskeletal conditions and improving mental health are well documented. (Start Active, Stay Active: A report on physical activity for health from the four home countries' Chief Medical Officers, Department of Health, 2011).

There is also evidence that modal shift from car to cycle can increase life expectancy due to the physical activity benefits even when taking into account any potential additional risks cyclists might be exposed to such as air pollution and traffic accidents. Do the health benefits of cycling outweigh the risks? de Hartog, J., Boogaard, H., Nijland, H., Hoek, G. (Environmental Health Perspectives, August 2010, Volume 118, Issue 8, pages 1109-1116) estimated that the well-documented beneficial effect of increased physical activity due to cycling resulted in about 9 times more gains in life-years than the losses in life years due to increased inhaled air pollution doses and traffic accidents.

3. Transport Challenges – the evidence base

3.1 Introduction

Section 2 set out the policy context and local priorities for each of the bid partners which underpin the Nottingham Urban Area LSTF bid. This section draws on local evidence to provide a more detailed narrative of the economic, environmental and health context for the bid area and uses this analysis to identify the key transport challenges for the LSTF bid to address.

3.2 Enabling economic prosperity and supporting growth

The Working Nottingham Strategy recognises key growth sectors where opportunities will be created including Science and Technology, Business and Finance, Retail and Leisure, Creative Industries, Care, and the Public Sector. Developing transport infrastructure, education and sustainability is vital in both creating investment and growth opportunities for the private sector and ensuring local jobseekers can access employment and training in key growth industries

A key message within the Invest in Nottingham campaign is based around the award winning transport network in the city. This is seen as a key advantage for businesses when locating in the city to ensure they are able to bring staff into the workplace using an integrated, multi-modal public transport network.

Population and growth

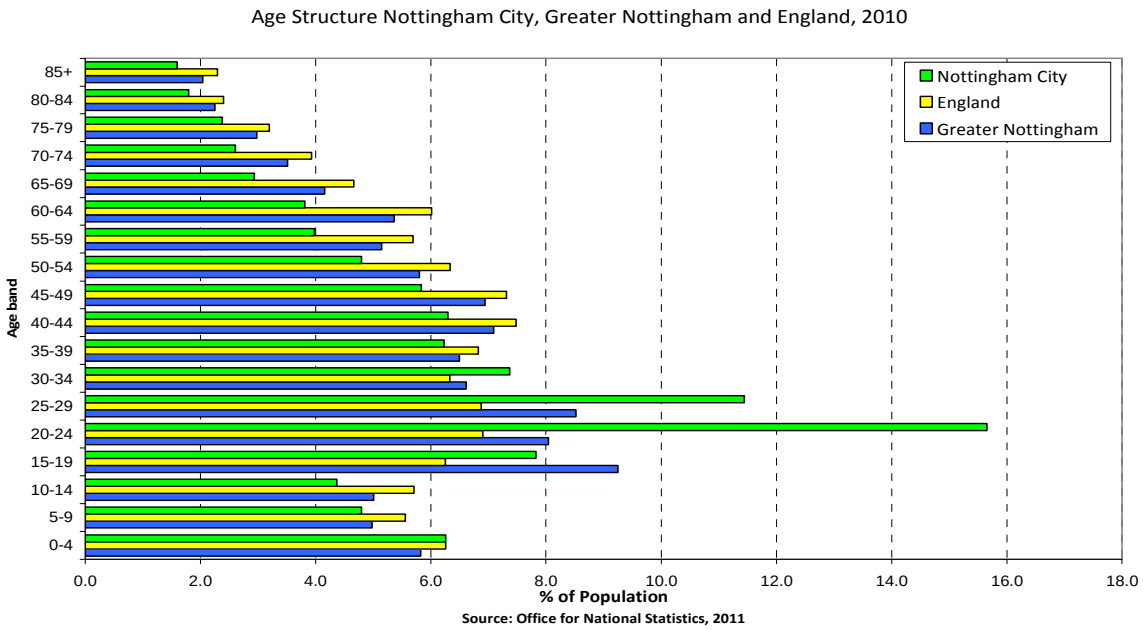
The Nottingham Urban Area is home to more than 50 regional and national headquarters including Experian, Alliance Boots, E.ON, Speedo, Raleigh and Capital One. Its importance is emphasised through recognition as one of the eight Core Cities and Science City designations and that the City Centre is one of the top ten retail centres nationally. Two high performing universities attract 60,000 full time students each year and undertake leading edge research programmes. With a highly regarded bioscience development and an emerging technology centre Nottingham is well placed to capitalise on growth by attracting and retaining new enterprises with a range of well skilled residents and world class infrastructure.

This economic success has led to population growth at a rate greater than the national average. Ensuring the area can accommodate this growth and ensuring that everyone benefits from the city's success sets a number of challenges for the area in terms of transport and carbon reduction.

Approximately 15 million people live within a 50 mile radius. Attracting commuters, shoppers and visitors from a large catchment area places significant pressures on strategic and local transport networks. The Nottingham bid area serves a population of 908,200 and provides for 386,400 jobs based across the urban area (Data relates to Nottingham City, Broxtowe, Gedling and Rushcliffe, the Hucknall part of Ashfield and Amber Valley and Erewash).

67.1% of the population is of working age which is higher than the England figure of 64.8% as shown in Figure 3.1 The area has experienced significant growth of 6.9% in its overall population since 2001 and an even higher growth rate of 11.0% of those of a working age. Significant growth is projected to take place over the next 15 years with population levels across the urban area estimated to rise to over 1 million by 2026 (from 908,200). These projections seem very high and locally calculated projections are being prepared as part of the development of Aligned Core Strategy for Greater Nottingham (part of the Local Planning Authorities' Local Development Frameworks) in 2012. Through the Aligned Core Strategy, provision will be made for up to 52,000 new homes (2009-2026) to accommodate these population changes. Transport provision will play a key role in enabling people to access employment and training opportunities, and in ensuring the conurbation as a whole is well connected.

Figure 3.1 Age Structure of Nottingham City and Greater Nottingham compared to England



Congestion

Congestion costs the local economy in the region of £160 million each year in traffic delays (DaSTS Three Cities Agglomeration and Accessibility Study 2010). Evidence from the Nottingham, Leicester, Derby and its surrounding Counties congestion study show Greater Nottingham suffers from severe traffic congestion, particularly on main routes into and out of the City and around the ring road during peak times increasing business costs and causing unreliability to bus services. **Figure 3.3** shows delay per vehicle mile on key radial and orbital routes.

Area wide traffic in Greater Nottingham has reduced gradually since 2004 from 2,933 million to 2,869m vehicle kilometres per annum. Monitoring during the past LTP shows that congestion has largely been contained with a slight reduction from 3 minutes 51 seconds person journey time per mile in 2006/07 to 3 minutes 42 seconds in 2009/10 as shown in **Figure 3.2**. The current economic downturn has impacted overall traffic levels but given forecast growth without intervention, congestion could worsen again one the economy recovers.

Figure 3.2 Person journey time in AM peak

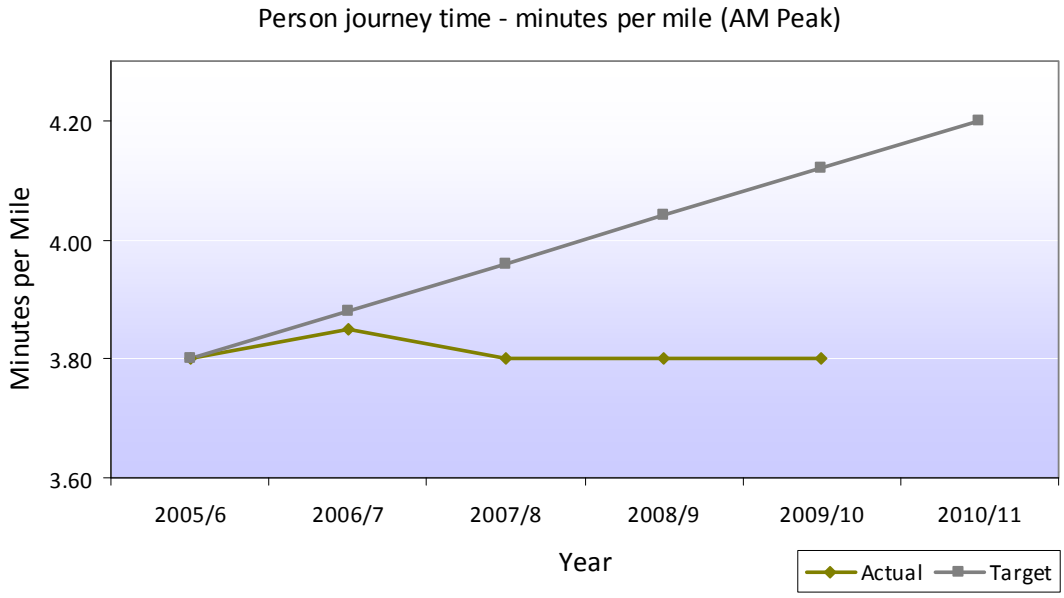
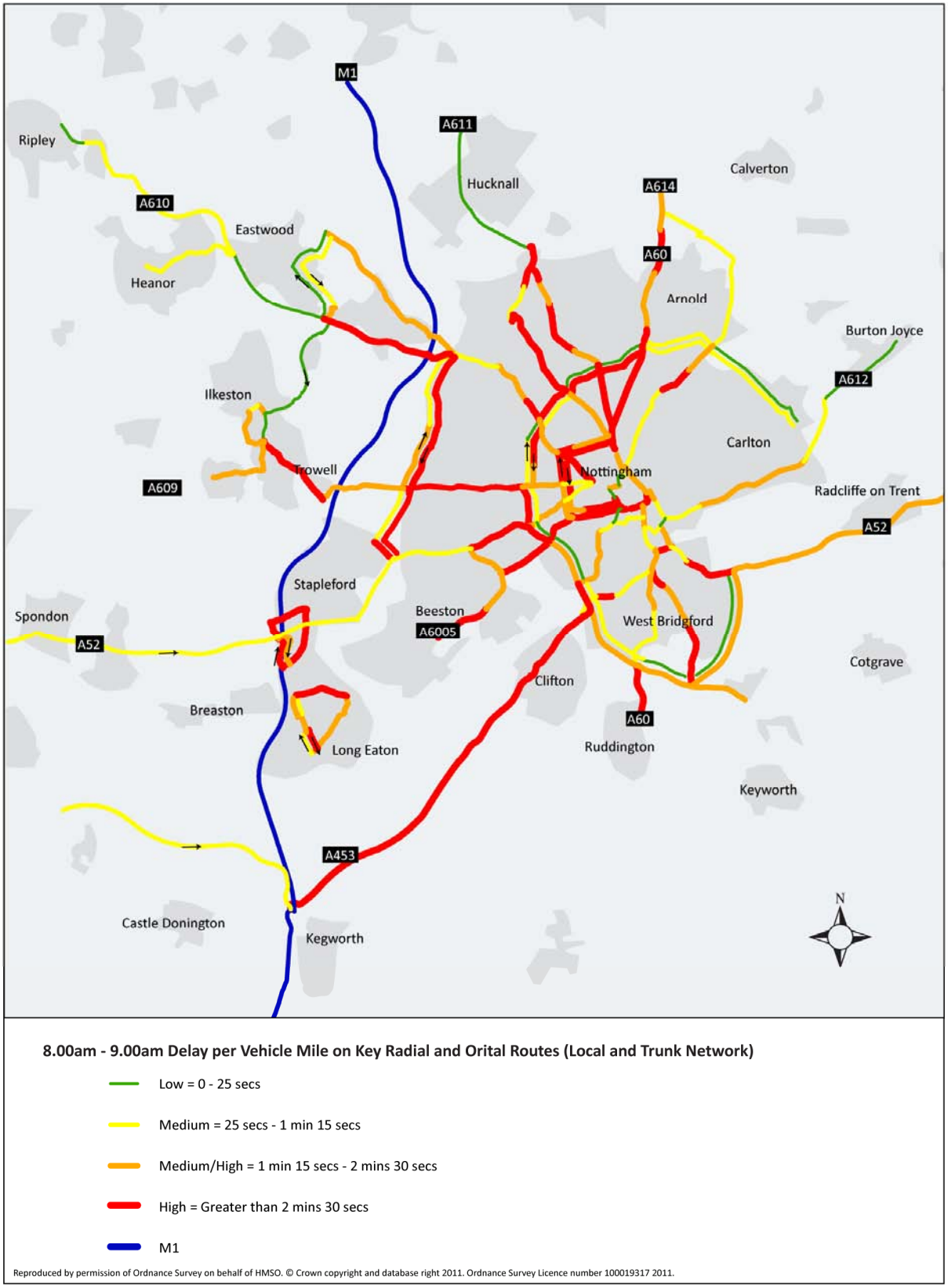


Figure 3.3 Delay per vehicle mile on key radial and orbital routes.



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Future year traffic projections have been determined through the Nottingham multi-modal transport model which considers the implications for growth of the 2020 Aligned Core Strategies and Local Transport Plan interventions. Over the next 15 years annual average daily traffic is expected to increase from 18.4 million km to 23.3 million km, an increase of 27%.

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

A key parking policy tool to respond to anticipated growth is the introduction of the Workplace Parking Levy (WPL) in April 2012 which will target commuter driving through imposing a charge for each parking place provided by employers within the City of Nottingham that provide 11 or more liable parking places. Approximately 550 businesses will pay the charge for over 38,000 liable parking spaces. The WPL income will be used to create a modern transport system contributing to Nottingham's extension to the tram system, safeguard the long-term future of supported Linkbus network (feeder services collectively carrying 6.8 million passengers per annum) and contribute to the redevelopment of the Nottingham Station Hub which will have a major impact on lessening congestion pressures and provide the necessary network capacity for future anticipated growth. WPL scheme consultation and partner engagement through the Greater Nottingham Transport Partnership outline the strong need to support business through the provision of parking management and travel planning guidance that includes bespoke one to one support for identifying and implementing car parking management techniques.

Supporting local people into work

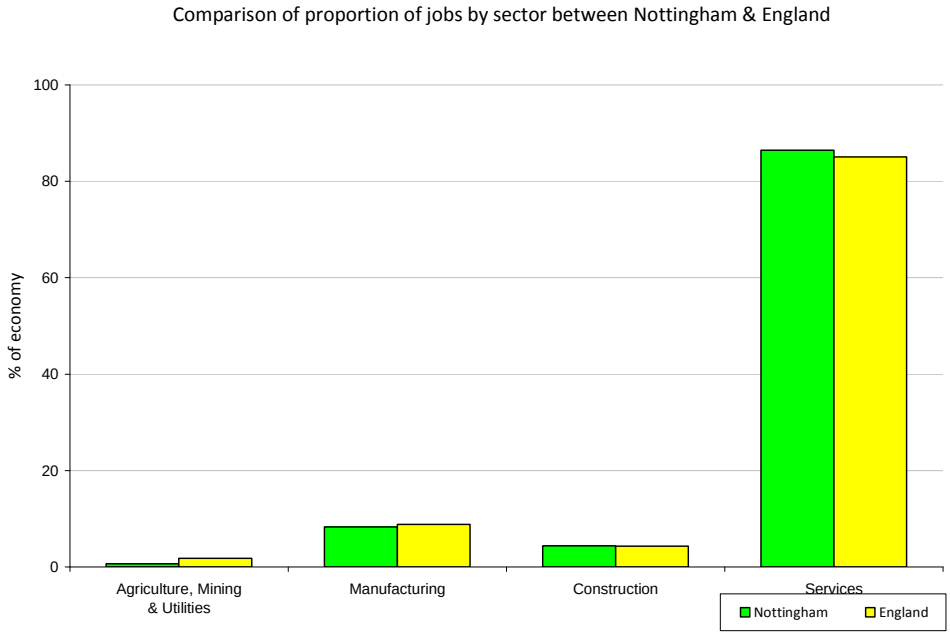
Within the bid area over 80% of jobs are in the service sector, the majority of which are in public administration. The other main sectors include distribution, banking and professional services. Within the Nottingham Travel to Work Area 39% of jobs are within the public sector which is higher then the national average of 35%. Approximately 11.4% of jobs are within the manufacturing sector which is slightly higher than the national average at 10.1%. Construction also provides a higher percentage of jobs locally than nationally. **Figures 3.4** and **3.5** show the breakdown of employment sectors in Nottingham compared to England.

The Nottingham Urban Area has been significantly hit with reductions in public sector jobs and private businesses that rely heavily on public sector spending, including business services, transport and machinery equipment and retail sectors, are also expected to contract. Headline figures for the Local Enterprise Partnership area show that between 2011 and 2014, every 100 jobs cut from the public sector in Nottingham are likely to result in 41 additional jobs being lost in the wider economy (emda study 2011).

Construction, one of the fastest growing sectors prior to the recession, is also one of the hardest hit following the recession. As a result of the higher than national dependence on construction locally, 12,200 jobs were lost between 2007 and 2008 which represents 18.1% when compared with 8.1% nationally.

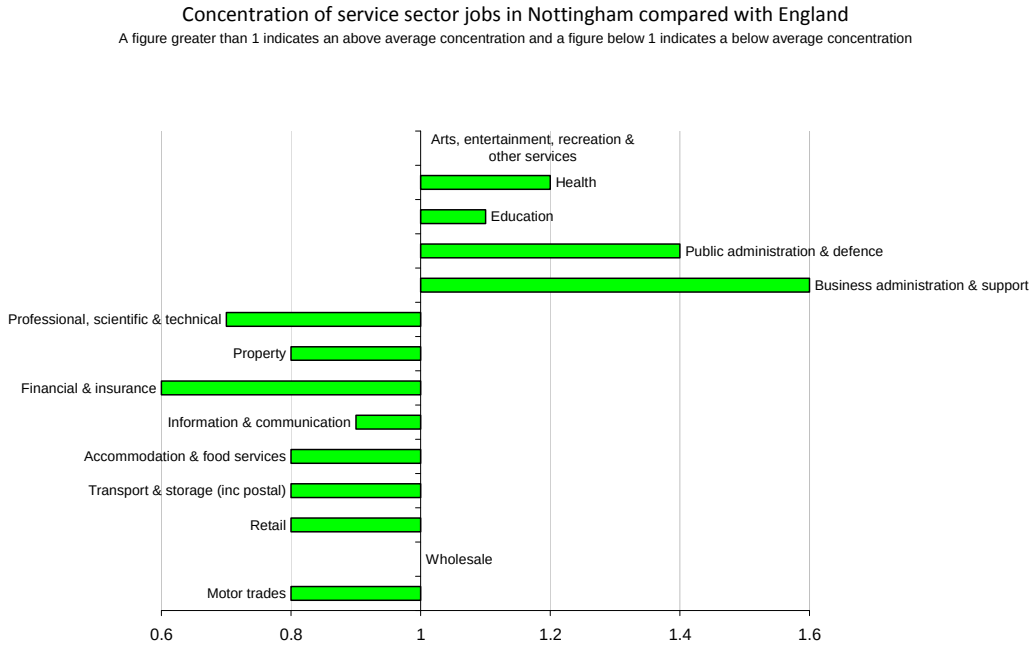
Some sections of the community have fared worse in the current economic climate than others. Young people in particular have suffered from fewer opportunities, with unemployment amongst 18-24 year olds increasing over the last year. Without transferable skills, citizens are particularly vulnerable to economic instability and there are geographical areas of the city and particular demographic groups that are experiencing higher levels of unemployment because of this, notably Bulwell and Aspley.

Figure 3.4 Comparison of jobs by sector for Nottingham and England



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Figure 3.5 Concentration of service sector jobs in Nottingham compared to England.



Therefore in the short term, it is important to create jobs quickly that allow citizens to return to employment through continued support to and development of the large scale employers that make up Nottingham's established strengths in the **business services** and the **retail sectors.** The continued success of these sectors is imperative to delivering short term economic growth. Other sectors with less demanding entry standards such as distribution, health and construction also remain important for providing employment opportunities and connecting disadvantaged people to the world of work. Transport will be essential to enabling citizens' to access employment opportunities and get back into work.

In the longer term, it is clear that it will be necessary to further unlock the potential of our citizens to help them compete for higher skill level jobs, as well as creating jobs that help retain a higher proportion of graduates. To create these future roles, the priority sector for promoting economic growth are within emerging competitive and innovative sectors such as healthcare and green energy technology, as well as the creative and visitor related sectors. Each will provide an impetus for the further growth of the local economy.

The **healthcare** sector is the fastest growing sector nationally, with significant demands for low skilled, entry level and technician level jobs. The sector is projected to create 18,000 jobs locally over the next decade through increased opportunities such as the delivery of personalised health arrangements within social care. As part of this sector, Nottingham is developing a **biotechnology** cluster with international renown, which has the potential for further significant levels of innovation and growth.

Nottingham's **green technology** offer is unique and particularly strong. This is particularly prevalent within renewable energy and is being driven by strong local higher education leadership. The Nottingham Sustainable Community Strategy includes a target for the creation of 20,000 science and technology jobs by 2020. The emerging sector also builds upon the presence of national energy producers and retailers in Nottingham as well as a local district heating system which allows citizens to benefit from reduced energy bills.

The **creative and digital sector,** another important contributor to local growth and employment, with around 10,000 jobs**,** includes media, music, arts and design, primarily housed within small and medium sized enterprises. Nottingham has a national reputation within this sector, where exponential growth of 120% is predicted over the next five years.

The **visitor economy** in Nottingham and Nottinghamshire is worth £1.4bn and supports 22,000 jobs. It plays an important role in recruiting entry level posts as well as strengthening the reputation and attractiveness of Nottingham more broadly.

These existing and emerging priority sectors represent the areas with the greatest potential for growing Nottingham's economy over the next ten years. By supporting existing sectors and facilitating growth in new sectors Nottingham will be able to provide employment opportunities for those non-skilled workers currently looking for employment and also retain and expand numbers of skilled workers through the creation of knowledge intensive jobs in attractive industries.

The role of the D_2N_2 LEP to draw in additional investment has the potential to increase productivity, create more jobs and diversify the economy.

Other opportunities within the bid area include a **Local Enterprise Zone** which is being targeted as an area for business development and to attract new investment. The Enterprise Zone, to be established on the Alliance Boots site in Nottingham could attract internationally significant businesses across a variety of sectors. The Enterprise Zone will create a 100 acre multi-use employment site potentially providing between 5,000 and 10,000 new local jobs resulting in much needed economic growth.

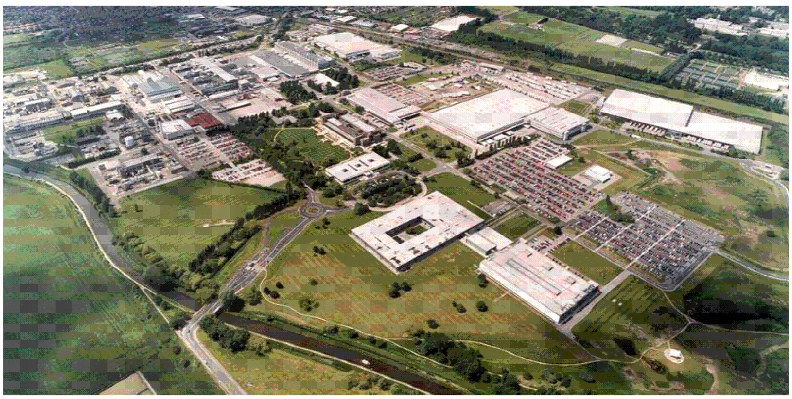


Figure 3.6 Aerial view of Alliance Boots site

3.3 Linking people to employment

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

Core Accessibility indicators show high levels of access by public transport to employment opportunities and local services (hospital and GP services, education sites and supermarkets) which has been achieved through investment into the transport network enabling people to move around effectively. Access to service and facilities by public transport in Greater Nottingham is 95% and Nottingham City scored highly for ease of access to key services indicators in the National Highways and Transport Public Satisfaction Survey 2010, ranking fourth place overall for ease of access for no car households, second placed unitary authority for ease of access for people with disabilities and third placed unitary for ease of access for all people.

This is important as car ownership across the bid area, particularly for the City is lower than the national average. Evidence from the 2001 census showed that nearly half of all households in the city (45%) and a third of all households in Greater Nottingham (32%) do not have access to a car compared to the England average of 27%. **Figure 3.7** shows the percentage of none car households by ward for the bid area. This data is due to be updated by the results of the 2011 census. However interim analysis for the Three Cities DaSTS Agglomeration and Accessibility Study (May 2010) predicts that by 2026 car ownership in the City will continue to remain amongst the lowest in the region.

At a neighbourhood level car ownership varies greatly between wards: Wollaton West has the highest percentage of households with access to more than one car or van (77%) whereas 67% of households in St Ann's and over half of households in the Arboretum, Bestwood and Bridge wards do not have access to a car or van. **By contrast Figure 3.8** shows the prevalence of households with two or more cars who are located on the periphery of the urban area in Nuthall, Wollaton, Bramcote, Beeston, West Bridgford.

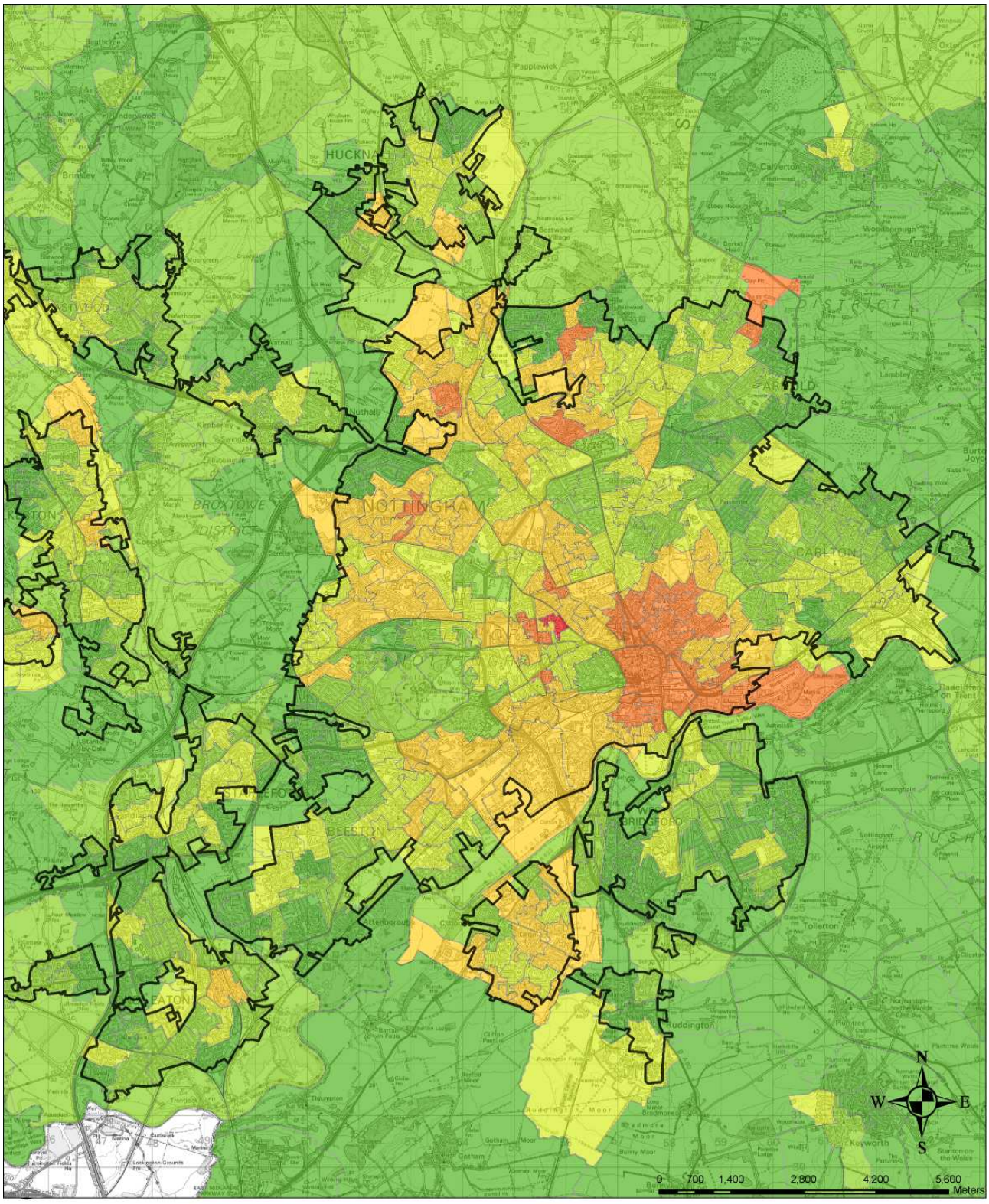
Mosaic socio-demographic profiling data shows that a number of groups characterised by not having access to a car are over represented in the city, particularly young people, lower income workers and elderly people. These Mosaic groups are concentrated around the Meadows. St Ann's and Sneinton and north of the City centre, with older people also concentrated around Bilborough as shown in **Figure 3.9**.

High levels of none car households in the city is consistent with the high proportion of low income households. The Index of Multiple Deprivation (2007) ranks Nottingham 13th out of the 354 local authority districts in England. The high level of deprivation affects an extensive part of the city, with 56 of the 176 Super Output Areas being within the 10% most deprived in the country, and 106 in the worst 20%. Sixty percent of residents live in the 20% most deprived areas of the country. Mosaic socio-demographic profiling shows that over 40% of citizens are likely to have an annual household income of below £10,000. Other evidence highlights that a high proportion of children are eligible for free school meals and a high number of households are in receipt of council tax / housing benefits.

Therefore the LSTF bid needs to reach two target markets:

- Deprived communities in the city without access to a car which the LSTF programme is aiming to support by removing transport barriers to accessing jobs and services and maintaining low carbon travel habits, and
- More affluent people living further out who have become dependent on their cars that the LSTF programme needs to persuade to take up alternatives.

Figure 3.7 Percentage of none car households across the bid area



0 car households in the Nottingham Urban Area

Scale: 1:95,000

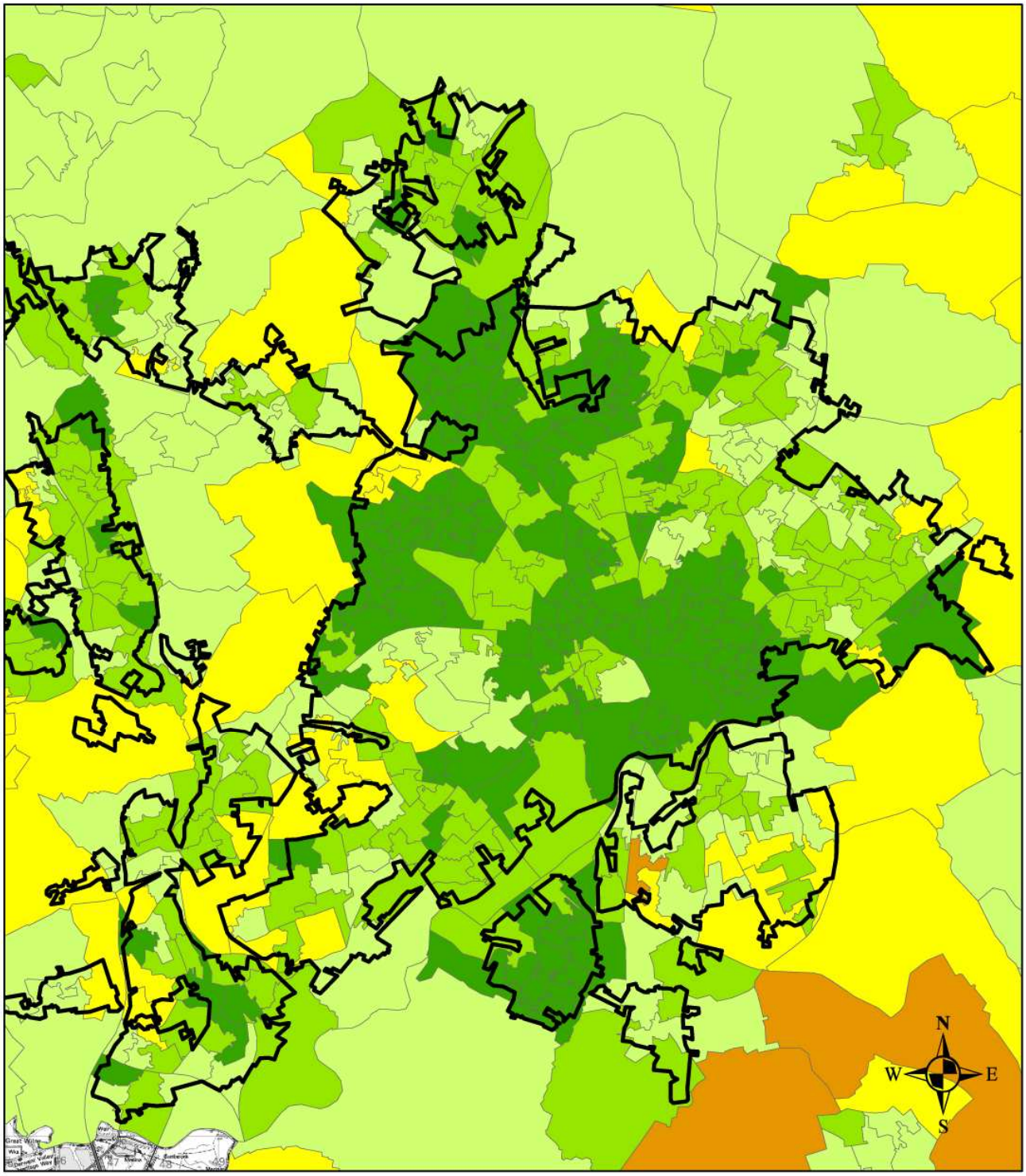
Nottingham Urban Area

Percentage of 0 car households

0 - 15%	31% - 45%	61% - 75%
16% - 30%	46% - 60%	76% - 90%

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Figure 3.8 Percentage of two car households across the bid area



2 or More Car Households in the Nottingham Urban Area

Scale: 1:95,000

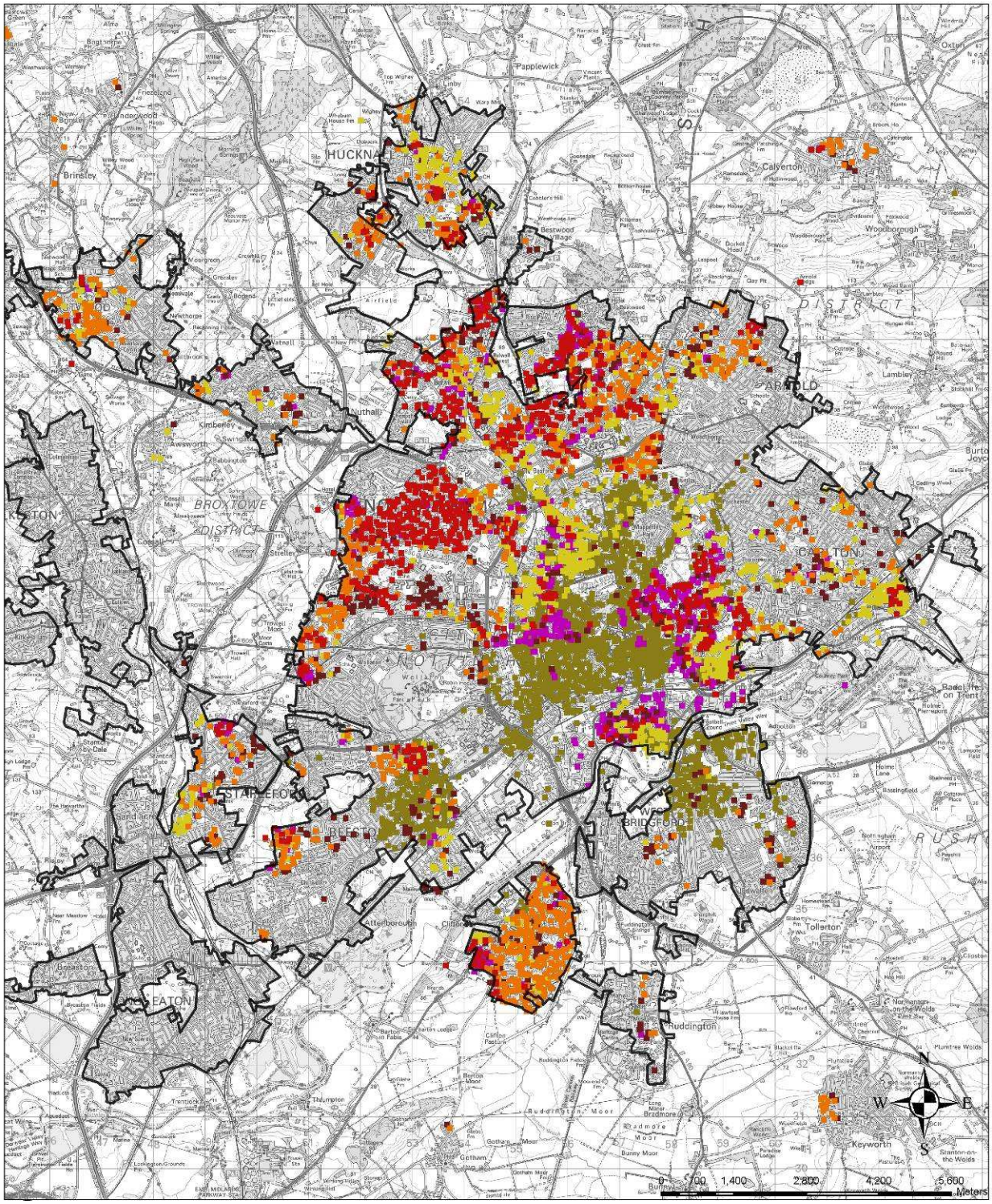
Nottingham Urban Area

Percentage of 2 + car households

0 - 15%
16 - 30%
31 - 45%
46 - 60%
61 - 75%
76 - 100%

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Figure 3.9 Location of Mosaic groups characterised for not having access to a car



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Car ownership in the city is also much lower amongst some types of households than others. The two groups with the lowest car ownership rates are pensioners living alone, 81% of which do not have access to a car or van and lone parents with dependent children (66%). Couple family households tend to have the highest rates of car ownership with 81% having at least one car.

Furthermore the baseline household car ownership figures do not give the whole picture. For example in a one car household, if that car is predominantly used by one person, other members of the household will not in the most part have access to a car for most of the day. Based on 2001 census data for no car and one car households and an average household size of 2.2 people it can be estimated that up to 60% of residents at any one time do not have access to a car.

This contrasts with higher levels of car ownership in neighbouring suburbs so the bid area faces both the problems caused by limited mobility for disadvantaged communities combined with the traffic impact generated by people travelling into the bid area.

Tackling unemployment

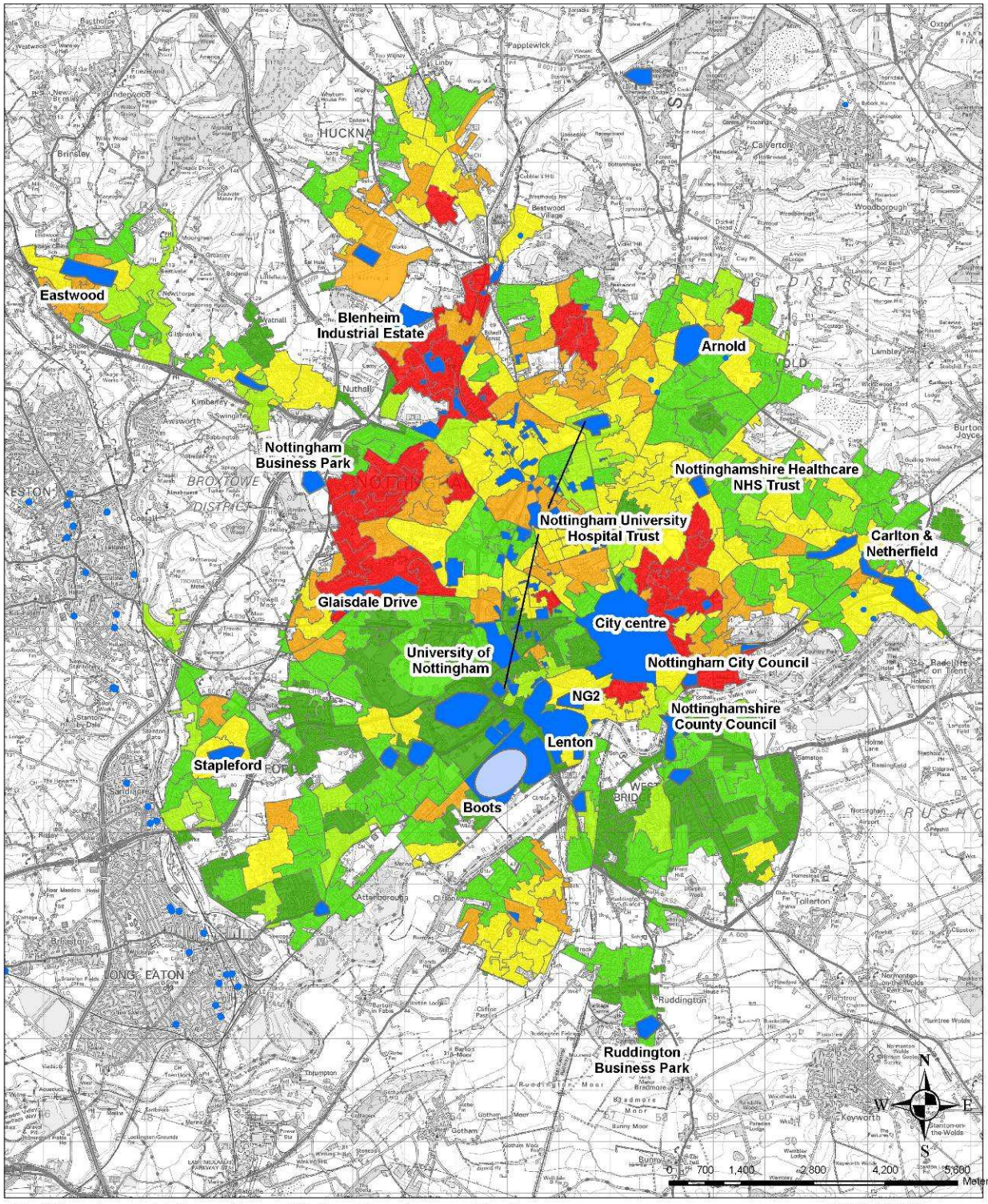
The unemployment rate in August 2011 for Nottingham City was 6.1%, in the defined Urban Area it was 4.4%, both are higher than the England average of 3.8%. As with employment, skills and economic activity, this average masks considerable differences between communities and at a local level, some groups are disproportionately affected by unemployment.

The Office of National Statistics claimant count in the City of Nottingham for October 2011 shows that unemployment is most concentrated in particular wards, most removed from the City centre, where transport is key to accessing employment and training opportunities. Unemployment is highest in the two outlying north-western wards of Bulwell (9.4%) and Aspley (10.5%) for example, and LSTF bid has been designed to target transport solutions for people living in the most deprived areas of the city. **Figure 3.10** shows unemployment level by ward in relation to locations of key employment sites.

Nottingham has a young population with 30% of citizens aged 18 – 29. Students account for 1 in 9 of the population which differs from national trends. 68.0% of the Urban Area population (figures exclude Hucknall) aged 16-64 are educated to NVQ2 level or higher (5 A*-C GCSEs), marginally higher than the England average of 67%. However 11.9% of the population have no qualifications compared to 11.1% in England. NVQ2 or higher is often used as a minimum requirement to move onto further education or training demonstrating a poor skills base in some areas. Creating more employment for young people is a particular priority.

Young people and those looking for unskilled occupations both represent a third of current job seekers. Young people remain the largest group of unemployed and a group particularly at risk of disenfranchisement from the labour market (Local Economic Assessment). Unemployment has increased amongst men and women in the last year. The largest increases have been amongst women but this is largely due to changes in the benefits system which has caused many lone parents to begin claiming Job Seekers Allowance.

Figure 3.10 Unemployment level by ward in relation to locations of key employment sites



Scale: 1:95,000

Nottingham Urban Area Major Business Parks, Industrial Areas & Employers with Unemployment

City of Nottingham

Nottingham Urban Area

Large employer / cluster of employers

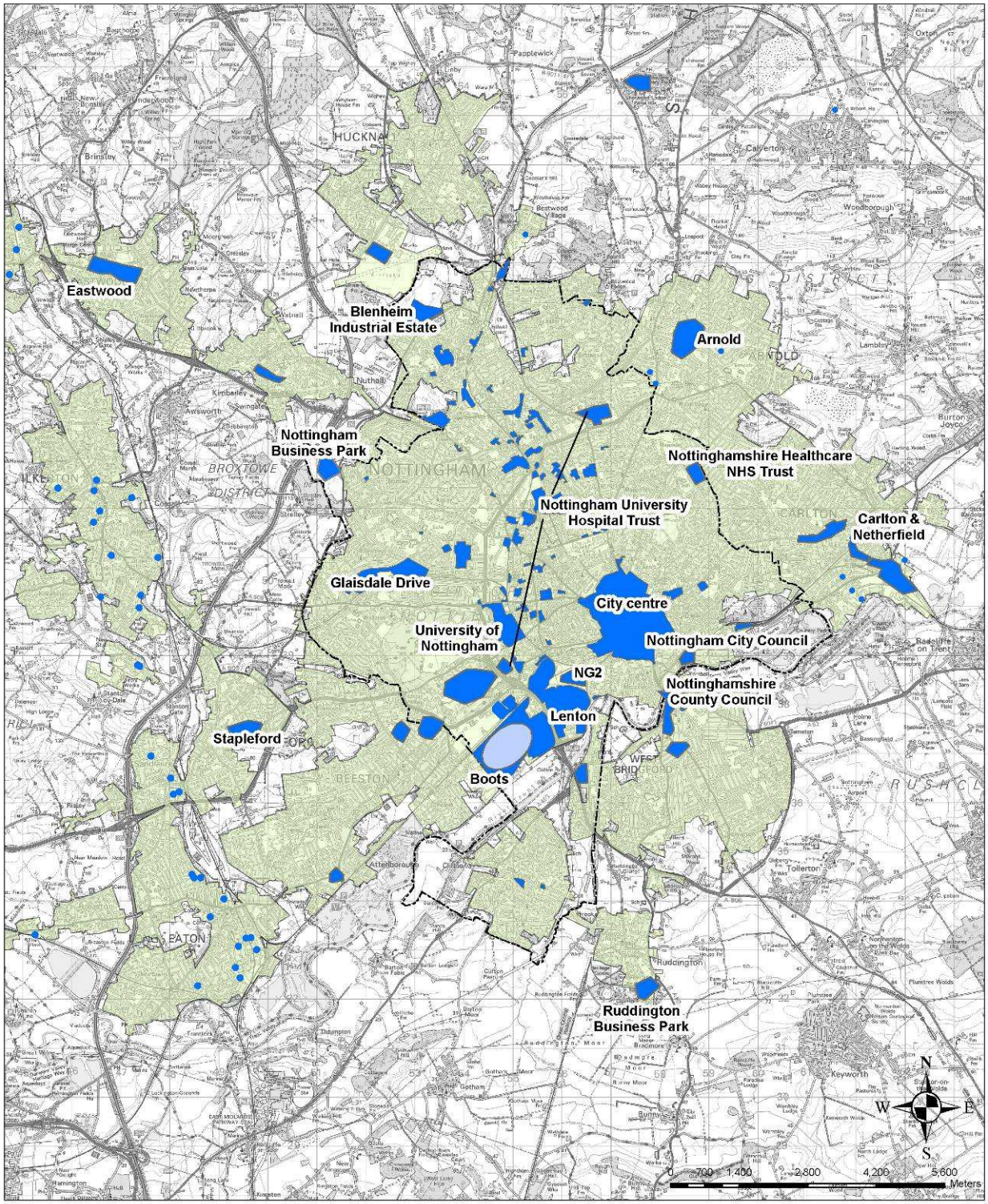
Enterprise Zone

National unemployment rank

Worst 10%	40.1% to 60%
10.1% to 20%	60.1% to 80%
20.1% to 40%	80.1% to 100%

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Figure 3.11 Employment Hubs in the Nottingham Urban Area



Nottingham Urban Area Major Business Parks, Industrial Areas & Employers

Scale: 1:100,000

City of Nottingham

Nottingham Urban Area

Large employer / cluster of employers

Enterprise Zone

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Accessibility data shows high levels of access by public transport to employment opportunities and local services which has been achieved through investment into the transport network enabling people to move around effectively which is important given the low car ownership levels highlighted above. However research has shown there are still significant barriers to accessing the transport system in terms of the affordability of public transport for people on low incomes and low travel horizons which mean that people are unwilling because they lack the information about travel options or the confidence to travel outside their known area.

Affordability

The cost of transport affects equality of access to services. The average income of citizens in Nottingham is below the national average for both individuals and for households. The median gross annual earnings for residents who were in full-time employment in 2008 was about £22,700, compared with £26,100 for England. 10% of people earned below £12,500 and 20% below £15,000. Looking at gross household income and including those City households with no-one in employment, the mean income in 2009 was £28,500, compared with £35,000 for the UK. 2.6% had incomes below £5,000 and 11% below £10,000.

Many of the households with the lowest incomes will be retired people dependent upon state pensions. The ward mean varies from £38,200 in Wollaton West to £22,900 in Aspley. There are also high levels of child poverty in the City. In 2008, 39,000 children and young people lived in workless or low income households.

Mosaic analysis identifies eight Types over indexed for having a gross household income less than £10,000 including some tenants in flats, older people and young parents, and students. Some 50,000 households in the city fall into these Types, which, at 41%, is over four times the proportion of England, suggesting a greater likelihood of low income in the City, although this may be skewed by the City's student numbers. These Types are found throughout the City, but are particularly prevalent in Aspley, Radford, Lenton, St Ann's, Sneinton, and the Meadows.

Although fare levels in Nottingham still compare favourably with many other areas of the country, the cost of local bus travel has risen compared with cost of living, particularly for short journeys. The majority of bus services in Nottingham are provided on a commercial basis, with fares determined by each private bus, tram or train operator. Analysis and consultation has shown that although prepaid single operator season tickets are competitive, there are several areas of inequality:

- Family and child fares have risen by double the rate of inflation over the past 10 years;
- Cash fares are up to 50% higher than prepaid fares, disadvantaging those unable to purchase travel in advance;
- Multi-operator journeys are significantly higher than multi-route journeys by one operator.

The City Council's ticketing strategy has identified four resident groups where accessibility to key facilities would be improved if fares were discounted below their commercial level. These include the elderly, disabled, work seekers and those in full time education from low income families. It has also identified that fares for non-car owning families are in some cases prohibitively expensive compared with the cost of parking/driving.

Since 2007, the City Council has promoted the use of 'Citycard' smartcards to increase public transport usage and increase participation in leisure activities and footfall at libraries, whilst also providing customer discounts at retail outlets and leisure centres. There are currently over 250,000 Citycards in circulation. LTP consultation has consistently received ticketing feedback from citizens and partners including Beeston and Chilwell for Integrated Transport, East Midlands Trains, Nottingham City Transport and Trent Barton bus operators who strongly support smart and integrated ticketing solutions. Key requests include simpler ticketing options and greater integration across operators and modes. The Key Component bid will address this by developing of ITSO standard smartcards to revolutionise the way passengers use public transport delivering wider benefits for the user, operators and the local authorities.

Travel horizons and perceptions of travel

Low travel horizons are another barrier which prevents people from being able to take advantage of available opportunities and services. Access to information about travel options is one factor that determines people's travel horizons. However the link between infrastructure, knowledge and travel horizons is complex. A One Nottingham/Greater Nottingham Learning Partnership Study in 2007 indicated that different sectors of the population have different 'mental maps' of travel horizons. The study concluded that although there is a lot of travel information available there can be a reluctance to travel, due in part to misconceptions about the length and cost of journeys, but also due to a 'culture' of people not wanting, as well as lacking confidence to travel outside of their known home area.

These findings are supported by the Big Idea survey (2008) which provided valuable feedback about current travel patterns and journey purposes of local residents and business in Greater Nottingham. The survey helped to inform a range of improvements and initiatives needed to tackle particular travel barriers and attitudes to deliver solutions.

The survey highlighted the main barriers to using the preferred modes of travel by respondents in an 'ideal world' of travel were:

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

20% of respondents indicated that they 'don't know' what prevents them from using their preferred mode of travel. This may imply a lack of information about how the individual can use their preferred alternatives or that the individual may lack the inclination to try and use that option.

12% of all respondents to the survey were considering changing the way they had travelled that day, of which 70% stated they were considering switching to sustainable modes of travel. This indicates a significant proportion of people who travel around Nottingham could be nudged to alter their travel behaviour given appropriate support.

LTP consultation feedback from partners has identified the need to promote more widely and extensively the range of transport options available for users to make informed travel decisions. Mosaic data indicates the most appropriate media channels, such internet, social media sources, approaches to use and places to advertise, to communicate information about transport options to different groups in the bid area and is already used to inform the marketing approaches used by the GNTP Big Wheel sustainable travel campaign and for health promotion messages through the Decade of Better Health campaign. For more information about Mosaic analysis see **Section 7.0** and **Appendix C**.

Creating good access to sustainable transport services and information is essential in offering learning and training opportunities that support local people into good jobs and ensuring Nottingham's economy remains competitive. Not only are efficient and sustainable transport links essential in getting people back into work and helping to grow our economy, but they will reduce reliance on private vehicle trips. The package of measures proposed through LSTF will not only enable those currently dependant on private vehicles to switch to more sustainable modes thus contributing to reduced congestion levels and helping grow the economy, but also enable job seekers in the future to travel without relying on private vehicles to jobs that have been created in Nottingham as a result of our forward thinking and dynamic approach to tackling congestion, promoting economic growth and reducing carbon emissions.

3.4 Climate change and carbon emissions

Climate change is one of the most important issues facing the world today with reducing emissions of greenhouse gases presenting a global challenge for every country. It is now widely accepted amongst the scientific community that if global emissions of greenhouse gases due to human activity continue at today's levels, then average global temperatures could rise by 4^{o}C by as early as 2060 and up to 6^{o}C at the end of the century. Alongside frequent and unpredictable extreme weather events, these temperature rises will bring severe and long lasting changes to local climates. The Stern Review identified that early action to prevent some of the worst impacts of climate change would be more cost effective than delaying action.

Domestic transport is a major and growing contributor to UK carbon dioxide emissions (CO_2) comprising 21% of total carbon emissions, with over 50% of this produced by cars. Commuter and business travel constitute nearly 40% of all miles driven by car. Reducing CO_2 emissions will require a mix of measures ranging from travel demand management to reducing overall traffic volumes, supporting the alternative fuels and technologies to make vehicles cleaner, ensuring development takes place in accessible locations and using technology solutions to promote more efficient travel or reduce the need to travel

Local Transport Plan investment in the bid area has supported the development of a low carbon public transport network comprising the Nottingham Express Transit tram system integrated with a high quality and comprehensive bus network including an ongoing trial of ethanol fuel on a local tendered bus service. Nottingham consistently tops the rankings with highest bus use per head outside of London with over 65 million journeys taking place by bus and a further 10 million journeys on Tram Line One. Government has also provided funding through a number of programmes to promote the uptake of electric vehicles which have benefited the bid area including Green Bus Funding for electric buses and Plugged in Places funding for provision of electric vehicle charging infrastructure across the Midlands.

Local monitoring shows carbon emissions from transport have been reducing year on year attributed to mode transfer to public transport and active travel – Defra data released in 2010 shows CO_2 emissions from transport have been reducing year on year: For Nottingham City CO_2 from transport have reduced by 8% from 2005 levels and by 6% since 2005 across the districts in which the bid area is located (Nottingham, Ashfield, Broxtowe, Gedling, Rushcliffe, Amber Valley and Erewash). In Nottingham road transport contributes 20% of total CO_2 and 26% of total emissions from the districts in which the bid area is located compared to the national average of 21%. CO_2 emissions data from transport is given in **Appendix D**.

Nottingham also generates 11% of local energy from renewables and waste (highest in the UK) and Nottingham Energy Partnership research suggests the City is well placed to exploit opportunities to use waste to generate low carbon renewable energy and fuel which could power public and community transport and fleet vehicles in the future.

However reducing carbon emissions from transport and adapting the transport system to the effects of climate change is still a significant challenge. The Nottingham Sustainable Community Strategy and the Energy Strategy set ambitious targets to reduce the City's carbon emissions with an overall reduction of 26% by 2020 from a 2005 baseline, which is equivalent to a 42% reduction from a 1990 baseline. The transport target is to reduce CO_2 by 20% by 2020. Whilst vehicles can be expected to get more efficient in the future, the impact of technological advances may be countered by increasing vehicle use. Nottingham is a city with a constrained highway network and continuing to reduce CO_2 and other greenhouse emissions from transport will also require reducing the need to travel through integrated spatial planning and provision of high quality alternatives.

Adopting sustainable development patterns to reduce the need to travel and the length of journeys combined with providing a high quality low carbon transport network reduces reliance on oil based transport. The City Council was one of the first local authorities to recognise the challenge of peak oil and carried a peak oil motion in December 2008. Faced with a future of lessening and fluctuating oil supply and consequent fluctuation in the price of fuel, low carbon and active travel options will become more

affordable and reliable making these more attractive travel choices, particularly for lower income households.

UKCIP regional emissions scenarios predict that the East Midlands will continue to get warmer, wetter and windier with more storms and flooding in winter and more droughts in the summer. The Climate Change Adaptation Action Plan (2010) scopes out potential problems arising from the UKCIP scenarios for service delivery in the city and identifies actions for local transport in response to higher summer temperatures and milder wetter winters.

Supporting a low carbon economy

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

A "Mini Stern Review" has been completed for the City which identifies the local economic impacts of climate change and the most cost-effective approaches for business to reduce their carbon dependency including reducing the need to travel and adopting sustainable business travel policies. The report states that the East Midlands has seen one of the fastest annual growth rates of the Low Carbon Environmental Goods and Services (LCEGS) sector in the UK. There is not a linear relationship between sales growth and employment growth. However, if the current rate of change continues, and current policy initiatives at both the local and national level are maintained, the report suggests that growth in the green economy in Greater Nottingham could see between 9,000 to 12,000 jobs created in the Low Carbon Environmental Goods and Services sector.

The "Mini Stern Review" makes the following specific recommendations for the transport sector in Nottingham:

- Develop a fully integrated smart card encompassing all modes of transport (tram, bus train, cycle hire and car parking);
- Allow the carriage of bicycles on trams, or install secure cycle parking at selected tram stops;
- The development of alternative fuelled vehicles should be seen as an opportunity to enhance the attractiveness of central Nottingham for retail and other service sector businesses and ensure that the city centre becomes an attractive low emission area for shoppers, workers and tourists. Nottingham needs to promote its unique tourist attractions and ensure that they can be easily reached by public transport (including Newstead Abbey and Sherwood Forest).

The summary findings of the Mini Stern Review will be published alongside the city's Climate Change Strategy, which will be launched in January 2012.

3.5 Addressing health inequalities

There are also significant wider health and wellbeing issues for the bid area associated with deprivation that transport, particularly the promotion of active travel as well as improving access to jobs and services, has the potential to influence.

Life expectancy levels differ across local authority boundaries with the lowest average life expectancy in the City for men at 74.9 years compared to 80.2 years in Rushcliffe in the County part of the conurbation. Men in the poorest wards of the City are living on average 13 years less than those in the most affluent wards with largest contributors being cardiovascular disease, cancer and respiratory disease.

Cardiovascular disease and cancer are the main cause of premature death in the city and are significantly higher than the national average. Low levels of physical activity and high levels of obesity are important risk factors for these diseases.

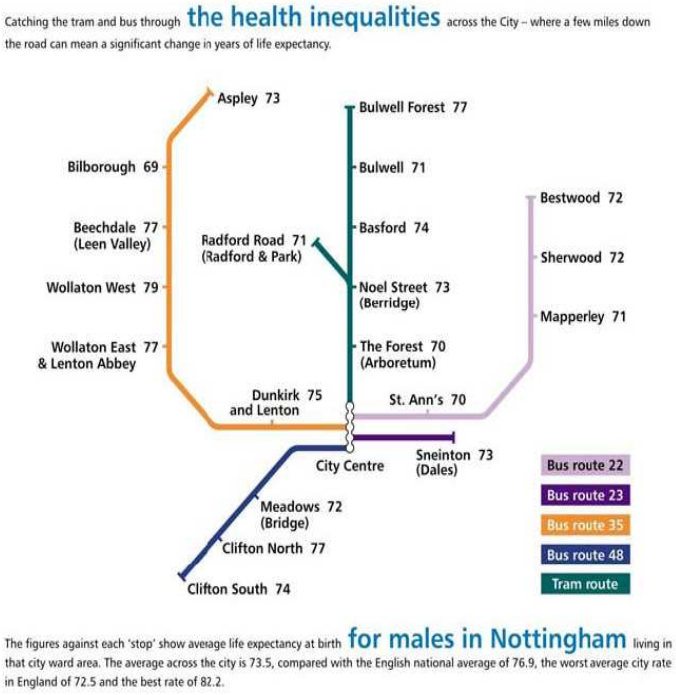
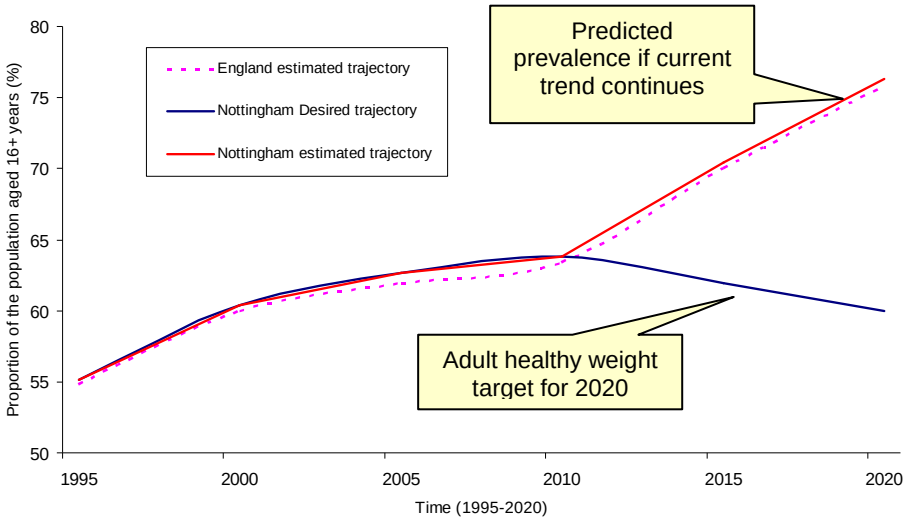


Figure 3.12 Health inequalities expressed as male life expectancy along bus routes

Diseases related to overweight and obesity are estimated to cost the local NHS £94 million by 2015 with additional indirect costs of £217 million due to lost earnings due to sickness and premature mortality (Nottingham City Healthy Weight Strategy 2010). The prevalence of overweight and obesity is increasing across all communities demonstrating that the whole population is at risk. Adult obesity is higher in the City than the national average. Amongst adults it is estimated that 27% (70,800) of Nottingham residents aged 16 years and over are obese compared with 24.5% in England, with particularly higher levels amongst women (Nottingham Joint Strategic Needs Assessment 2011).

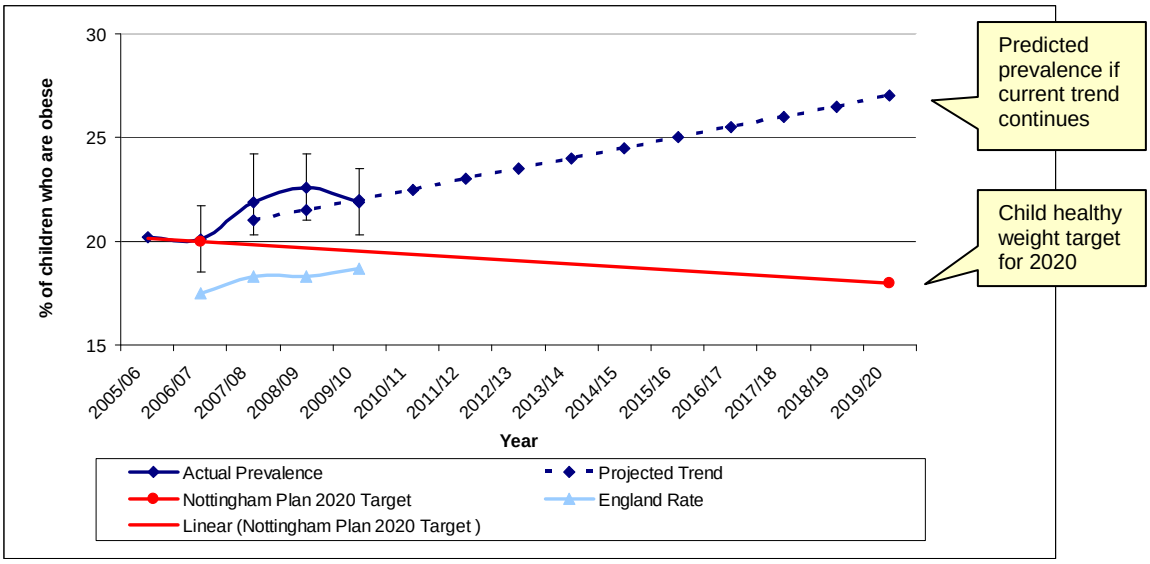
Figure 3.13: Estimated adult combined overweight and obesity trend for Nottingham



The Child Measurement Programme (2009/10) shows that Nottingham's children have significantly higher levels of obesity compared to the England average at age 4-5 years (11.3% compared to 9.8%) and at age 10-11 years (21.9% compared to 18.7%). Child obesity rates are also highest in the most deprived wards in

the city. Prevalence of obesity almost doubles between the age of 4-5 years and 10-11 years (from 10.2% to 20% in boys and 8.9% to 16.5% in girls.

Figure 3.14: Obesity prevalence in 10-11 year olds in Nottingham compared to England rates and Nottingham Plan targets



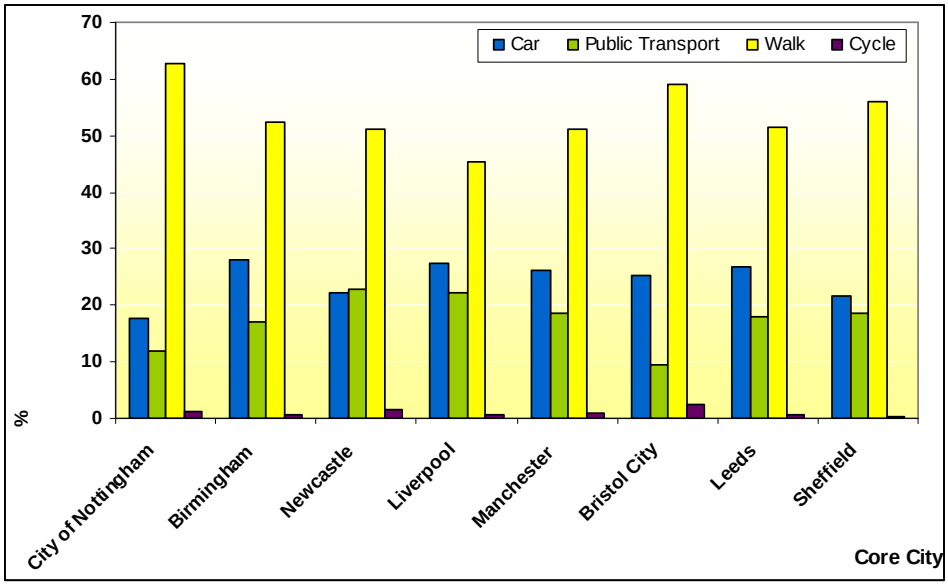
It is estimated that 66% (173,000) of the adult population need to increase their **physical activity** to the recommended minimum to prevent cardiovascular disease. Analysis undertaken for the Cabinet Office Strategy Unit's 2009 Urban Transport Study found that the physical inactivity due to unsustainable modes of transport was a significant contributor to overall costs related to healthcare and wider social costs due to physical inactivity. Only 10% of people walk to work with 3% commuting by cycle marginally lower than the East Midlands average of 10% and 3% respectively (DaSTS Three Cities Agglomeration and Accessibility Study, 2010).

The 2009 Nottingham PLASC survey show 63% of journeys to school are made on foot, (the highest level of walking to school of all the Core Cities and the joint second highest level of walking to school nationally) demonstrating some progress made with encouraging children and their parents to travel to school on foot. Compared to walking, total numbers cycling to school are comparatively small at 1%, with less than half a percent of primary school pupils and 2% of secondary school pupils currently cycling to school.

Table 3.1: 2009/10 Core City percentages of travel to school by mode (includes overall ranking)

Authority/Mode	Car	Rank	Public Transport	Rank	Walk	Rank	Cycle	Rank
City of Nottingham	17.6	1	12	7	62.8	1	1.2	3
Birmingham	28	8	16.9	6	52.5	3	.5	= 5
Newcastle	22.2	3	22.7	1	51	= 6	1.4	2
Liverpool	27.4	7	22.2	2	45.5	8	.5	= 5
Manchester	26.2	5	18.7	3	51	= 6	1	4
Bristol City	25.2	4	9.5	8	59.1	2	2.3	1
Leeds	26.7	6	18	5	51.4	5	.5	= 5
Sheffield	21.5	2	18.6	4	56	4	.2	8

Figure 3.15: Core City travel to school by mode in 2009/10



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

The city population also has higher than average levels of **mental health illness**. Improving mental wellbeing is a priority in the city's Sustainable Community Strategy. Reducing health inequalities and ensuring that people are fit and able to play an active part in society including being able to work, thereby helping to address the cycle of deprivation which contributes to poor health, are key priorities for the bid partners. A high proportion of "workless" people are economically inactive, and recipients of sickness/disability related benefits and those for lone parents. These groups typically need the most help to gain employment, as, amongst other reasons, they tend to have low or outdated skills, low confidence and little recent work experience.

Other health impacts:

- **Air quality:** There are a number of Air Quality Management Areas designated in the Bid area: in City Centre near the Ice Arena and in Dunkirk near Nottingham University Hospital Trust Queen Medical centre campus which both relate to pollutants from vehicles and a further eight sites in Gedling, Rushcliffe and Broxtowe impacting on health and wellbeing. Population, housing and economic growth create additional demands on transport networks and a reduction in commuting to school and work by car would help improve air quality and the environment.
- **Noise:** Noise Action Plans produced by Defra indicates that there are approximately 3,000 households in the City affected by transport noise (road and rail).

4. The Nottingham Urban Area LSTF Strategy

4.1 Introduction

This section summarises the challenges identified from the evidence base in Section 3 and describes the strategy developed by the bid partnership to address these challenges along with the parameters of the bid in terms of what the bid can and cannot include. Together these factors define the overall framework which has guided the bid development in terms of the options considered in the development of the bid programme.

4.2 LSTF Challenges for the Nottingham Urban Area

The economic, environmental and health/social contextual information presented in Section 3 identifies four key transport challenges for the Nottingham Urban Area which the LSTF bid seeks to address.

Summary of economy and growth issues

- Largest employment and economic centre in the East Midlands with a local economy is worth over £12 billion per annum.
- The Nottingham bid area serves a population of 908,200 and provides for 386,400 jobs based across the urban area.
- Projected increases in people and jobs by 2026.
- Congestion costs the local economy in the region of £160 million each year in traffic delays.
- Traffic levels could increase by up to 27% by 2020.

Challenge 1: Maintaining economic competitiveness and creating capacity for growth whilst constraining travel demand and reducing carbon emissions

Summary of issues for supporting people into work

- Higher than national unemployment, particularly amongst young people.
- High levels of public transport accessibility but cost of transport and low travel horizons are barriers preventing the most disadvantaged communities from accessing opportunities.
- Local economy heavily reliant on the service sector with 39% of jobs in the public sector. Also higher than average percentage of jobs in construction.
- Future growth areas in health and social care, followed by business services, retail, other services and construction.
- Large student population bringing graduates into the labour market but still almost 12% of the population have no qualifications so need to create a range opportunities for both skilled and unskilled workers as well along with training provision in partnership with local employers.
- Higher than average levels of deprivation characterised by lower than average household income levels and low car ownership levels.

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

Summary of climate change issues

- Transport contribution to carbon emissions reducing year on year.
- Home to business leaders in low carbon vehicles and transport operations.
- Potential to create 9,000 – 12,000 jobs in the Low Carbon & Environmental Goods and Services sector.
- Impact of rising fuel costs on low income families.
- Least car dependent City with the highest bus use per head outside London.

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

Summary of health issues

- Health inequalities across the bid area characterised by a 13 year difference in life expectancy between the wealthiest and the most disadvantaged wards.
- Increasing prevalence of overweight and obesity across the population and low levels of physical activity.
- Poor health plays a significant factor in people's ability to take an active part in society including becoming economically independent.
- Air quality and noise also impact on people's health.

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

Addressing these challenges requires an integrated approach with cross partnership working across sectors including collaborative working with employment, training and health providers and supporting the capital investment in transport infrastructure with a programme of revenue supported activities that provide people with the support and services which empower and encourage them to make low carbon transport choices. Section 6 describes the Nottingham Urban Area LSTF programme and Section 7 shows how the proposed measures will target different sectors of the community to achieve this.

The Local Sustainable Transport Fund provides a golden opportunity to pull in additional funding to unlock the maximum potential from the investment secured for low carbon infrastructure within the bid area including the local LTP3 programmes, Nottingham Express Transit Phase 2, the Nottingham Station Hub, Green Bus Funding, and Plugged in Places and future income in the City area from the Workplace Parking Levy. Without this supporting revenue investment the full potential of the capital investment will not be realised as the partners will not be able to continue the business and community engagement activities and provide a complementary programme of events, activities and smarter choices services to support people to adopt low carbon travel behaviour.

4.3 Programme objectives

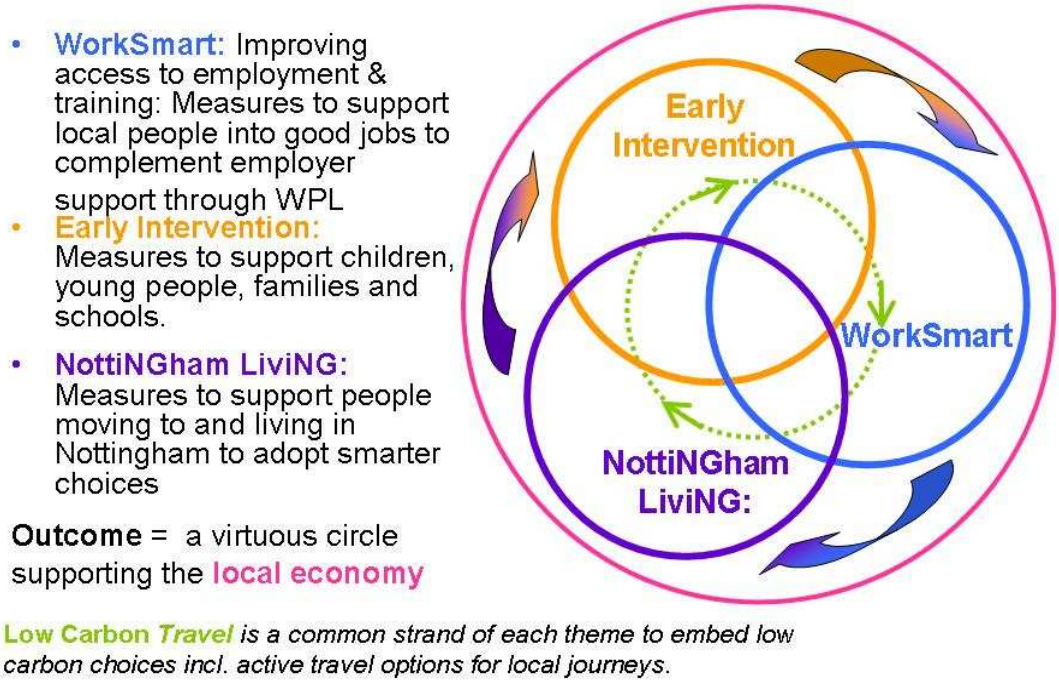
In response to the challenges described above the bid partnership has developed a shared strategy for the Nottingham Urban Area bid to complement the partner's LTP programmes which aspires to set the standard as the exemplar city region for sustainable travel in the UK. Nottingham was identified as the least car dependent city (Campaign for Better Transport, 2010) as a result of the integrated high quality public transport system developed over the last decade. Complemented by a comprehensive walking and cycling network our transport system is already helping large numbers of people to move around the area sustainably. Given the partners' aspirations for growth, continued investment is required if our leading performance is to be sustained and to achieve the sustainable travel performance of our best European counterparts. The LSTF programme is seen as the key route to achieve this.

This will be achieved by targeting people at transition points in their lives such as a new job or re-entering employment, moving house in the private or rental market and young people starting secondary school or college as the best opportunity to raise awareness of travel options and influence travel behaviour using a three-pronged approach:

- **WorkSmart:** Improving access to employment and training to support local people into good jobs and an enhanced package of business travel support services to complement the introduction of the UK's first Workplace Parking Levy scheme and associated major public transport improvements including NET Phase Two;
- **Early Intervention:** Measures to encourage sustainable travel for children, young people and families delivered through schools, leisure, community and health activities;
- **NottiNGham LiviNG:** Creating the social, cultural and physical environment to support low carbon travel choices including measures to support people moving to and living in Nottingham.

Providing a complementary package of sustainable transport measures that deliver across these three areas will create a "virtuous circle" whereby each of the bid's spheres of influence reinforces the benefits of the other two as shown in Figure 4.1 below.

Figure 4.1 Nottingham Urban Area LSTF Strategy



4.4 Project scope

What is the scope of the Nottingham Urban Area LSTF bid?

To meet the DfT's twin aims of supporting local economic growth and reducing carbon and address the local challenges identified in Section 3 the LSTF activities need to fulfil one or more of the following criteria:

- Supporting the business community;
- Supporting people into work and training;
- Making low carbon choices easier.

Focusing on these priorities will respond to the challenges identified as shown in the matrix in **Figure 4.2**.

Figure 4.2 Matrix mapping the Nottingham Urban Area Challenges to the LSTF Bid activities

LSTF activities / Challenges	Supporting the business community	Supporting people into work	Making low carbon transport choices easy
Challenge 1: Maintaining economic competitiveness and creating capacity for growth	✓	✓	✓
Challenge 2: Linking people to jobs by reducing barriers to accessing services and opportunities, particularly in terms of affordability and low travel horizons.		✓	✓
Challenge 3: Continue downward trend in CO_2 emissions from transport and adapting to climate change by making low carbon travel options a realistic and attractive choice and preparing for changing weather patterns.	✓		✓
Challenge 4: Creating the social, cultural and physical environment to support active travel options and reducing transport impacts on people.			✓

What is out of scope?

The following set out the criteria by which activities have been excluded from the LSTF bid on the basis of being out of scope:

- Activities which don't impact on supporting local economic development or carbon reduction.
- Activities which don't address the challenges identified through the LTP evidence base.
- Behaviour change and promotional activities that are not supported by the necessary infrastructure to enable people to make different travel choices.
- Infrastructure schemes which are not supported by behaviour change initiatives to maximise the benefits of the capital investment.
- Measures which need ongoing funding but cannot be supported beyond the LSTF fund period.

5. Identification of LSTF Package of Measures

5.1 Introduction

Section 4 sets out the overall framework which has been used to guide the development of the bid. This section summarises the different options that were considered during the development stage to meet the project objectives and deliver the vision for the Nottingham Urban Area LSTF bid.

5.2 Option development

When preparing the LSTF bid package the bid partnership considered a range of measures drawn from successful approaches already being implemented within the bid area, best practice tried and tested elsewhere in the UK and more innovative approaches which would take existing approaches to the next level. The different options are presented in **Tables 5.1 – 5.4**.

A range of potential interventions which could deliver on the local challenges were considered under four main categories:

- Low carbon transport infrastructure
- Public transport promotion
- Active Travel promotion
- Community and business engagement activities

As a baseline the smarter choices activities already programmed through the LTP have been presented as Option A "Do Nothing".

Three further options identify activities which:
B. Extend current services – "Doing more of the same, bigger and better"
C. Apply best practice locally and from elsewhere
D. Take an innovative approach

The available evidence was used to assess the range of actions in each option in terms of:

- Cost - low/medium/high
- Impact/effectiveness - low/medium/high
- Level of risk/deliverability - low/medium/high

Table 5.1 Option A: Without LSTF option = LTP3 programme 2011/12 – 2013/14

Option			Assessment		
	Activities	**Types of intervention**	Cost H/M/L	Impact H/M/L	Level of risk H/M/L
Option A: Without LSTF option = LTP3	Low carbon transport infrastructure	• Provide 16 charging points at selected locations as part of Midlands Plugged in Places programme • Lighting and CCTV improvement at bus stops on school routes • Provide shelters at key stops • Increase capacity of Locallinks 2 and 11 • Nottingham Station Hub – development of station facilities	Med Med Low High High	Low Med Med High High	Med Low Low Low Med

Option	Activities	Types of intervention	Assessment		
			Cost H/M/L	Impact H/M/L	Level of risk H/M/L
Option A: Without LSTF option = LTP3	Public transport promotion	• Provide travel information through timetables, print, web and existing online journey planning services	Low	Med	Low
		• Provide Infolink service to schools to register Year 6 pupils with 360 Citycards for transition to secondary school	Med	High	Low
		• Increase realtime displays in neighbourhoods	Med	Med	Low
		• Promote operator specific travel promotions	Low	Low	Low
	Active travel promotion	• Provide Bikeability cycle training in selected schools	Med	Med	Med
		• Small scale cycling improvements	Med	Med	Low
		• Cycle corridor improvements including A612	High	High	Med
		• Rights of Way Improvement Programme	Med	Med	Low
		• Safer routes to school programme	Med	Med	Med
	Community and business engagement	• Neighbourhood Transformation – contribution to Area Capital Fund for footway upgrading, local parking, traffic management, local accessibility schemes	Med	High	Low
		• Behavioural change programme including Workplace Parking Levy business support package, smarter choices and travel plan support through local authority teams, maintaining GNTP and Big Wheel Business Club website.	Med	High	High

Table 5.2 Option B: Do more of the same (extend our existing services)

Option	Activities	Types of intervention	Assessment		
			Cost H/M/L	Impact H/M/L	Level of risk H/M/L
Option B: Do more of the same (extend our existing services)	Low carbon transport infrastructure	• Provide cycle parking infrastructure in city centre locations	Low	Low	Low
		• Encourage electric vehicle infrastructure at new developments through development management process	Low	Medium	Low
		• Develop and enhance strategic cycle network	Medium	High	Low
	Public transport promotion	• Enhance online journey planning tools through East Midlands Traveline and Big Wheel website	Low	Medium	Low
		• Raise awareness of sustainable travel options through travel planning	Low	Low	Low
		• Expand scope of Citycard project to include additional functions	Medium	Medium	Low
		• Year 6 transitional training	Medium	Medium	Med
		• Extend Ucycle to all further education sites	High	Medium	Med

Option	Activities	Types of intervention	Assessment		
			Cost H/M/L	Impact H/M/L	Level of risk H/M/L
Option B: Do more of the same (extend our existing services)	Active travel promotion	• Provide Bikeability travel training in all schools	Medium	Medium	High
		• Provide adult cycle training	Medium	Medium	Med
		• Develop programme of group and community rides	Low	Low	Low
		• Include cycle component in Active Families programme	Low	Low	Low
		• Market corporate cycle activities/training package to businesses	Low	Medium	Low
		• Promote expanded Wheels to Work scheme	Medium	Low	Med
	Community and business engagement	• Area-wide campaigns through generic posters and leaflets	Medium	Medium	Low
		• Maintain GNTP and continue Big Wheel Business Club as virtual network with website resource and provide 2 Forum events per year	Medium	Medium	Med
		• Provide site specific guidance for WPL liable employers on travel planning and car parking management	Low	Medium	Low
		• Independent travel training for SEN learners	Medium	Low	Med
		• Extended WPL support for liable businesses	Medium	Medium	Low

Table 5.3: Option C: Adapting best practice locally and from elsewhere

Option	Elements	Types of intervention As Option B plus	Assessment		
			Cost H/M/L	Impact H/M/L	Level of risk Hi/M/L
Option C: Apply best practice locally and from elsewhere	Low carbon transport infrastructure	• Alternative fuel link bus network	High	High	Medium
		• Support introduction of car club	Low	Low	Low
		• Provide cycle parking infrastructure at key transport hubs	Medium	Medium	Low
	Public transport promotion	• Provide integrated smartcard ticket to all residents	Medium	High	Low
		• Provide travel support to all post 16 EMA learners	Medium	High	Low
		• Increased presence of Big Wheel marketing campaigns in media	Medium	Medium	Low
		• Additional real time displays	Medium	High	Low
		• Improved Big Wheel website with multimodal journey planner	Low	Medium	Low
	Active travel promotion	• BikeIT style cycle training for young people and families	High	Medium	High
		• Extend Wheels to Work scheme and raise profile	Medium	Low	Low
		• Large scale cycling promotion 'festivals'	Medium	High	Medium
		• School Travel Plan coordinators	Medium	Medium	Low

Option	Elements	Types of intervention As Option B plus	Assessment Cost H/M/L	Impact H/M/L	Level of risk Hi/M/L
Option C: Apply best practice locally and from elsewhere	Community and business engagement	• Support community travel champions to provide one to one Personal Journey Planning where requested	High	High	Medium
		• Improve Big Wheel Business Club	Low	Medium	Low
		• Host regular Big Wheel Business Club events	Low	Medium	Low
		• Smarter travel grants for small and medium sized enterprises	Medium	Medium	Medium
		• Community hubs with personal travel advisors in community locations	Medium	High	High
		• Ways to Work	Medium	Low	Medium
		• Places for people guidance development	Low	Medium	Low
		• Eco driving business support	Medium	High	High

Table 5.4 Option D: Transformational

Option	Elements	Types of intervention Include Option C plus	Assessment Cost H/M/L	Impact H/M/L	Level of risk H/M/L
Option D: Transformational	Low carbon transport infrastructure	• Provision of cycle corridors along key commuter routes	High	High	Medium
		• 20mph zones	High	Medium	High
		• On street cycle parking provision at key employer locations	Medium	Low	Low
		• Alternative fuel bus network	High	High	High
		• Additional Worklink buses	High	High	Medium
		• Increase in P&R sites, capacity and frequency of services	High	High	Low
		• City wide car club support and subsidy for members	Medium	Medium	Medium
		• On street electric vehicle charge points	Medium	Low	Medium
	Public transport promotion	• Multi modal smartcards for all residents, learners and employees with preloaded credit	High	High	Medium
		• Targeted travel support for job seekers and P16 learners	Medium	Medium	Medium
		• Travel training for young/ SEN learners	Medium	Low	Low
		• Personal Journey Planning across urban area	High	High	Medium
		• Home movers pack	Low	Low	Medium
		• PT awareness campaigns, events and advertising	Low	Medium	Low
	Active travel promotion	• Free cycle training for all	Medium	Medium	Medium
		• Free cycles for post 16 and job seekers	High	Medium	High
		• Health provider partnerships	Low	Medium	Low
		• Active travel support for events	Medium	Medium	Medium

Option			Assessment		
	Elements	**Types of intervention** **As Option B plus**	Cost H/M/L	Impact H/M/L	Level of risk Hi/M/L
Option D: Transformational	Community and business engagement	• Business grants for infrastructure and schemes to support sustainable travel including funding for ICT to reduce the need to travel	Medium	High	Medium
		• WPL support for liable businesses	Low	Medium	Low
		• Community hubs with personal travel advisors in one stop shops	High	High	Medium
		• Big Wheel Business Club	Low	High	Low
		• Area Travel Plan coordination	Medium	High	Medium
		• Local travel champions	Low	Medium	High
		• Inclusive accessibility	Medium	Low	Medium
		• Provide travel training for young people including NEETS (Not in Education Employment or Training) and young offenders	Medium	High	High

5.3 Selection of preferred option

The Preferred Option for the Nottingham Urban Area bid, described in detail in Section 6, is a package comprising the optimum mix of deliverable interventions which have been assessed to be low risk and low to medium cost with a medium to high impact. Table 5.5 provides supporting evidence justifying the selection of each of the measures in the Preferred Option .

Low carbon transport infrastructure

A range of low carbon infrastructure measures were considered for the bid ranging from investment in walking and cycling infrastructure through to investment in alternative fuels for public transport. Within the bid area there is already a good level of public transport usage and excellent opportunities to increase participation in active travel modes. The bid partnership is keen to further develop the availability and usage of low carbon travel modes by selecting measures that will complement and enhance local opportunities.

The measures selected for inclusion in the bid were considered to be those that best supported the business community by building on existing assets in terms of extending the benefits of the tram network, making best use of our high quality bus network and extending the strategic cycle route network. Measures selected range from the low cost and low risk schemes that will provide more cycle parking infrastructure and encouraging the provision of electric vehicle charging points through the development management process to the higher cost but high impact schemes such as electrifying our link bus network and delivery of 20mph zones.

Evidence taken from Sustrans, PTEG and the Sustainable Travel Towns project has all demonstrated that the impacts of such proposed schemes can be wide ranging and hugely successful and that the selected measures have been found to be most effective in achieving their stated aims, particularly when delivered as part of a package linked to significant infrastructure improvements..

Public transport promotion

The bid partnership have considered a large number of potential measures under the public transport promotion heading that have all been found to contribute to the two headline objectives of promoting economic growth and reducing carbon. Opportunities to further develop the public transport network

within the bid area were considered having been put forward by strategic and supporting bid partners, organisations within the third sector and from interested individuals.

Given that within the bid area the partners are already delivering high quality public transport services with high usages rates and good customer satisfaction, the partnership has opted to take forward a range of schemes that will encourage further usage whilst also contributing to the aims of the bid and wider stakeholder objectives. From the low cost and low risk options of enhancing online journey planning tools and raising awareness of the sustainable travel options through travel planning to more intensive measures with high impact such as providing multimodal smartcards with a personal journey plan for all residents and providing financial assistance in partnership with stakeholders for vulnerable and marginalised residents helping them get back into education and access employment opportunities.

The selection of the public transport promotion schemes has been evidenced in part from locally sourced data derived from innovative pilot schemes through to nationally sourced data resulting from innovative and effective public transport promotion schemes.

Measures developed through the Sustainable Travel Towns schemes and by Passenger Transport Authorities have been augmented with the measures found to be locally successful to provide an overall assessment of measures to promote public transport that will enhance the development of the economy whilst also reducing vehicle emissions and congestion.

Active travel promotion

Locally and with support from project stakeholders, the promotion of active travel features highly within the Nottingham Urban Area bid. Not only does walking and cycling help improve access to opportunities thus helping to grow the economy, it also takes vehicles off the road reducing congestion and harmful emissions. Active travel options are also healthy and given the higher than average obesity rates within the bid area, is something the bid partnership is keen to improve upon. The measures identified within the option appraisal have been keenly scrutinised and considered by the Nottingham Urban Area bid partners with those in the areas of health promotion and well being have taken a particularly active role in advising on the best measures that would achieve the aims of the bid whilst also complementing local initiatives and circumstances.

There are a number of measures under this category that range from extending existing services to transformational activities and the bid proposes a collection of measures that best fit local circumstances based on a proven evidence base derived from local experience and national best practice. The selected measures range from the low cost and low risk options of increased marketing and awareness campaigns that build on the national recognition and acclaim of the Greater Nottingham Transport Partnership and the Big Wheel marketing techniques through to more transformation schemes such as extending our Ucycle scheme to all post 16 establishments and enabling health support partners within the bid area to provide better active travel support to their service users. The Ucycle scheme is an excellent example of how the bid partners have a proven track record of effective and successful partnership working that spans both the public, private and third sector.

Community and business engagement

The Nottingham Urban Area bid aims to draw strength and added value from the quality and depth of the partnership and engagement with business and community groups. The partnership, with support from the business and private sector, undertook a consultation exercise to identify what it is that the partnership can deliver that would really help boost the economy within the bid area and further beyond. This informed the selection of measures designed to engage community and business in smarter travel activities. As part of this the consultation also asked what each individual stakeholder organisation can offer to the wider partnership that would bring added value to the overall package of measures to be delivered.

In consultation with business and community groups a number of schemes were suggested and identified as likely to deliver on the main bid objectives, whilst also supporting partners and stakeholders alike, to

realise their ambitions. To this effect it was agreed by all that economic development and sustainable growth need not be mutually exclusive but in fact are best delivered in conjunction with one another.

Following from the consultation with bid partners and evidence review of best practice from around the country the bid partnership has identified a large number of schemes that support the community and businesses in the bid area.

Having undertaken an assessment of the potential measures and considered the cost, impact and risk, the Nottingham Urban Area bid partnership has decided to take forward a number of schemes ranging from extending existing services to more transformational activities. These include schemes that are low in cost such as building on the already successful Big Wheel Business Club which includes the provision of online support and networking opportunities to businesses through to transformational projects that offer high impact benefits such as dedicated Neighbourhood Travel Champions who will be providing personal journey planning support and bespoke business support including grants for sustainable travel infrastructure and eco driving lessons.

There is a wide evidence base available that promotes the effectiveness of personal journey planning which has been proven to succeed in sustainable travel towns and other areas where this has been trialled including in Nottingham. The consultation process with the private, third and business sector suggested greater support for individual and groups of organisations to realise and capitalise on the benefits of sustainable travel and travel planning.

Table 5.5 Evidence for the Preferred Option

Preferred Option		Evidence
Work Package A: Enhanced Smartcard integrated ticketing offer and Personalised Travel Planning Solutions		
Phase 1: Key Component Bid		• The Benefits for Simplified and Integrated Ticketing in Public Transport report (2009) found that the introduction of a multimodal travel card in London resulted in a 16% increase in bus use with reduced boarding times saving around 6 minutes per journey. They also found that tube patronage increased by 10%. • A reduction in car travel and transfer to public transport would result in a net increase in employment as on average rail and bus travel generates more jobs per passenger km than car travel (eko gen Employment in Sustainable Transport Study) • 80% of WorkWise customers in the West Midlands said they would have struggled to get opportunities without travel passes provided. In Tyne and Wear 92% were still employed after 13 weeks. Schemes provide excellent value for money costing as little as £250 per person to support into work (PTEG Carbon Pathways for transport in the city regions July 2010) • In Nottinghamshire RCAN (Rural Community Action Nottinghamshire) has been running the Wheels to Work project since 2002. In that time around 700 people have been able to access employment or training where they would otherwise have been unable to do so. The scheme reported that 83% of participants continued in the same job or training opportunity over 6 months after their initial participation. 50% stated they would still not have their own bike without the scheme and 100% said they are likely to continue to ride a bike. • The Countryside Agency evaluation report in 2005 found that the costs in benefits of Wheel to Work can amount to over £639 per month for an unemployed person with a potential saving of £1924 over 6 months. • Evidence from the Nottingham and Hucknall Bike to Work pilot showed that 83% of clients receiving support from the scheme remained in employment or training 6 months after and all clients said they were likely to continue to use their bike in future. • Travel training has been proven to be beneficial in enabling greater access to transport, education and employment opportunities for a range of people. North Tyneside and Tyne & Wear noted that each student if travel trained can save costs for the council on average 25 years (DfT travel Training Good Practice Guidance 2011) • The work by Learning Independence For Travel (LIFT) at the National Star College has evidenced that supporting young people through transitional training provides a way to support them into positive opportunities avoids the need for other social services and interventions at a later stage providing considerable cost savings. • Targeted information to local households saw an increase in public transport usage in Doncaster from 8 to 11% regular users and 24 to 47% occasional users (PTEG) • In 2006 Nottingham City Council undertook a study to review the effectiveness of personal journey planning linked to smartcards. A mail shot was sent to 2130 addresses, each within 400m of a regular bus service. Their pack contained a map showing the nearest bus stop with timetables and an Easyrider Citycard with 1 day of travel pre-loaded. Analysing the smartcard data it was found that 15.2% of recipients used their card for travel, the majority of whom travelled off peak, indicating that these trips were made for leisure purposes. This also led to a long term increase in patronage of 5.5% of the bus service that was being promoted.
A1:	Developing an ITSO compliant e-purse	
A2:	Making travel more affordable for priority groups: 16-19 travel support 2 year pilot	
A3:	Multi-modal integration	
Phase 2: Main Bid		
A4:	Enhanced smartcard integrated ticketing offer	
A5:	Ways to Work jobseekers travel support package	
A6:	Transitional travel training for journeys to education	
A7:	Homemovers personalised journey planning package	
A8:	Inclusive Accessibility	

Preferred Option		Evidence
Work Package B: Establish liveable neighbourhoods with community smarter travel hubs		
Phase 1: Key Component Bid		• Introducing a range of behaviour change measures can result in 9% reduction in car driver trips, 26-30% increase in cycle trips, 10-13% increase on walking trips (Sustainable travel towns) • Providing travel surgeries in community locations raises awareness of transport services and the support available to help people reach training and employment opportunities (Merseytravel) • The success achieved over the lifetime of *Let's Get Moving* demonstrates that a people focused approach to reducing transport related social exclusion can achieve a huge cost sector benefit for a relatively small level of expenditure (TSU Merseytravel Neighbourhood Travel Teams Evaluation report 2011) • Evidence from Bristol City Council concluded that small scale and targeted interventions can deliver even higher BCRs averaging 19:1 for walking and cycling interventions (PTEG & Sustrans Cycling in the City Regions 2011) • 17-41% of people walk more when motivated to walk for leisure or offered information about places to walk (Soft Measures – Hard Facts 2011) • The Sustrans TravelSmart programmes have achieved a 10-14% area wide reduction in car use where applied intensively on an area specific or organisational basis. (Sustrans 2011) • In 2010 NHS Nottingham City and Nottingham City Council launched a Decade of Better Health health promotion campaign. A key aspect of this campaign is ensuring the engagement and involvement of local people in the design, development and delivery of the campaign to engender greater community involvement and empowerment. This approach is consistent with the Government's Big Society policy. The Change Makers network established in 2007 through the Healthy Communities Collaborative programme plays a key role in this approach. There are currently over 70 volunteers within the Change Makers network and they work on a Plan Do Study Act model to systematically test out ideas, capture learning and influence service change and development. This model would be transferable to promoting smarter choices messages and raising awareness of smarter travel options. • Although direct benefits are difficult to quantify is has been stated that the additional carbon generated by the introduction of 20mph schemes could be compensated by increased use of sustainable modes supported by lower traffic speeds. This would be due to the modal shift generated by roads with slower traffic speeds that are perceived as safer for non-motorised road users (PTEG- Carbon Pathways for transport in the city regions July 2010)
B1	**Community Smarter Travel Hub for North** area of the City based at Bulwell Riverside in Bulwell with local intervention budget	
Phase 2: Main Bid		
B2 – B5	**Network of Community Smarter Travel Hub s and satellite hubs to serve for East and Central** and South areas of the City and south-west and north east of conurbation with local intervention budget	
B6	**Places for People** programme of Manual for Street demonstration projects, 20mph limits and safer routes	

<table>
<tr><th colspan="2">Preferred Option</th><th>Evidence</th></tr>
<tr><td colspan="3">Work Package C: Supporting the need of the business community</td></tr>
<tr><td colspan="2">Phase 1: Key Component bid – Worksmart</td><td rowspan="7">• As resources required to develop and manage effective travel plans are not always available to all, area based Workplace travel plans can attract small companies who are often missing from single employer schemes (Highways Agency 2011)
• In terms of CO2 emission reduction for the transport sector, the strongest abatement measures are:
o Support for take up of low carbon vehicles
o Stricter enforcement of speed limits
o Eco driving lessons
o Provision of improved cycle infrastructure
o Roll out of Smarter Choices campaigns in targeted areas
o Improvements in bus fleet efficiency
o Introduction of WPL / demand management scheme
Other low cost but lesser impact measures would include public sector procurement of low carbon vehicles for own fleet. (PTEG- Carbon Pathways for transport in the city regions July 2010)
• Evidence from Bristol City Council concluded that small scale and targeted interventions can deliver even higher BCRs averaging 19:1 for walking and cycling interventions (PTEG & Sustrans Cycling in the City Regions 2011)
• Investment in cycling is highly cost effective, delivering at least three times higher than the costs (Cycling in City Regions 2011)
• Each car commute saved through car sharing reduces carbon by around 1000 kgs a year (Liftshare 2011)
• Measures targeting long distance, highly car dependant behaviours will result in more significant results in carbon terms (PTEG- Carbon Pathways for transport in the city regions July 2010)
• Driver training and education programmes to reduce the cost of driving, coupled with the provision of high quality alternatives should support low income groups through the transition to low carbon travel modes (PTEG- Carbon Pathways for transport in the city regions July 2010)
• Gedling Borough Council has recently launched an ECO Stars (Efficient and Cleaner Operations) Fleet Recognition Scheme. This is a free, voluntary scheme designed to provide recognition, guidance and advice to operators of goods vehicles, buses and coaches which rates operators on a scale of 1 to 5 stars according to six criteria: Fleet Composition; Fuel Management; Driver Skills Development; Vehicle Specification/ Preventative Maintenance; Use of IT Support Systems; and Performance Monitoring and Management.
• Car clubs are a proven method of reducing the number of miles undertaken in private vehicles and also encouraging people to walk, cycle and use more public transport. Members typically drive around 5,000 less miles per year than non car club members with access to a private vehicle and each car club vehicle takes 24.5 privately owned vehicles off the road (Car Plus 2011)</td></tr>
<tr><td>C1</td><td>GNTP smarter choices support package for business</td></tr>
<tr><td colspan="2">Phase 2: Main Bid – Developing a low carbon transport network</td></tr>
<tr><td>C2</td><td>Low Carbon Public Transport Fleet</td></tr>
<tr><td>C3</td><td>Cycle infrastructure development and associated promotion</td></tr>
<tr><td>C4</td><td>Smarter choices infrastructure to support businesses including provision of EV charging, trial lease of electric pool cars and a small-scale smarter travel infrastructure grant scheme for businesses.</td></tr>
<tr><td>C5</td><td>Eco driving support programme for businesses</td></tr>
<tr><td>C6</td><td>Establish City Car Club: Business case preparation, consultation with prospective project partners and start up funding</td></tr>
</table>

Preferred Option		Evidence
Work Package D: Active Travel Solutions		
Phase 1: Key Component Bid		• The Ucycle scheme in Nottingham began in 2009 as a partnership between Nottingham City Council, the two universities, Nottingham University Hospitals Trust and Sustrans with support from GNTP. The project was based on the provision of dedicated project officers within each of the organisations to raise the profile of cycling amongst staff and students whilst also managing the hugely popular cycle hire scheme and coordinating local infrastructure improvements. After two years the scheme has successful loaned out 284 cycles, with 61% of users saying they used their bicycle daily. Between the three main participant organisations over 6,841 people were engaged with the project and overall cycling figures as a travel mode have increased from 8% to 13% amongst staff and from 5% to 8% amongst students. • 60% of adult cycle training participants go on to increase their levels of cycling (lifecycle) • Interventions aimed at increasing cycling for specific types of journeys such as to a public transport interchange, schools and workplaces can deliver a significant mode shift away from car use (Cycling in city regions 2010) • Since 2006/7 one of the Nottingham Urban Area bid partners, RideWise has trained nearly 2,300 adults and children and currently employs two staff and pool of over 20 freelance instructors. The not for profit organisation has continued to grow and offer widely valued services across a number of organisations. • Ridewise took over delivery of the Rural Rides programme in 2011. In its first year they have supported 4,000 hours of physical activity at a cost of £4 per head per hour. This has been delivered by over 1,000 hours of volunteers' time. Once the initial set up costs are removed then ongoing projections indicate they will be able to deliver 1 hours worth of activity for less than £2. • The Sustrans Bike It scheme is proving to be successful as 60% of parents/guardians felt their child cycled to school more following their participation in the scheme and 72% felt their child was a more confident cyclist. This has been linked to a reduction of car usage on the school run where the percentage of pupils stating they are driven to school everyday has fallen from 27% to 24% after engagement with the Bike It project. Evidence shows that participating in BikeIt increases cycling amongst parents and families. • The Great Notts Bike Ride (GNBR) started in 1982. Over the past 30 years the ride has grown in scale and success year on year and now attracts up to 4,000 riders each year offering different graded routes suitable for families through to serious cyclists. • The success of the Greater Nottingham Transport Partnership and the The Big Wheel marketing team can be measured by attendance at the events they organise. One of the most successful was the Big Day Out held in 2009 at Nottingham Castle attracted over 22,000 visitors to help celebrate European Mobility Week. • In 2011 Ucycle held a successful Carnival of Cycling event supported by Sustrans and the GNTP Big Wheel Team attracting a large number of attendees from a range of organisations to hold stalls and visitors from around the region in attendance. • The City Council has run the award winning Footprints walking promotion in primary schools since 2005 complemented by an Easter "Eggs on Legs" walking campaign. Footprints takes place for 10 weeks starting in the autumn term and children pledge to walk to school once each week. Schools that take part have increased the numbers walking to school by 5% matched by an equivalent drop in car use across the year.
D1	**Developing active travel partnership working through** continuation and extension of Nottingham Ucycle	
Phase 2: Main Bid		
D2	**Co-ordinated community cycling promotion programme:** • Encourage take up of cycling in the community • Cycle training package for schools and families • Shared equipment for delivery of BikeIT/LifeCycle, Bikeability; Active Families; Mobile Cycle Hire Service	
D3	**Active travel events package:** • Programme of sustainable travel promotional events • Travel planning and transport support for leisure and cultural events • Support for community events delivered through Community Smarter Travel Hubs and schools	

6. Project Description (The Preferred LSTF Option)

6.1 Introduction

Section 5 describes how the measures in the Nottingham Urban Area LSTF programme were selected from a range of alternative options to develop a package that is affordable, effective and deliverable. This section describes the overall programme in detail, and explains how the Main Bid elements complement the Key Component Package and how each work package individually and in combination will address the local challenges described in Section 4.

6.2 The Preferred Option

The Nottingham Urban Area bid has been designed to directly help to deliver economic, environmental and community benefits. The integrated package of proposals developed for the Bid have been identified as the key measures for achieving optimum and sustained travel behaviour change. To address the challenges identified in Section 4, the proposed LSTF programme comprises four main work packages plus a programme management function including modelling and evaluation activities:

Table 6.1 Nottingham Urban Area LSTF Bid Work Packages

A	Supporting access to employment and training by improving integration and unlocking travel opportunities using low carbon transport (all supported by development of smartcards).
B	Delivering integrated services at a neighbourhood level to create the social, cultural and physical environment to support low carbon choices and address travel barriers
C	Supporting the needs of the business community with smarter travel services and developing the low carbon transport network
D	A comprehensive programme of active travel solutions to make walking and cycling the norm for local journeys.
E	Programme management

The programme will be delivered in two phases as illustrated in **Figure 6.1**. Phase 1 the Key Component funding is already secured and will provide the core foundation elements necessary to deliver the Main Bid by supporting greater integration of transport modes, developing new ways of engaging with communities on transport issues to promote behaviour change, sustaining proven partnership working with local businesses through the Greater Nottingham Transport Partnership and extending the successful national higher education cycle promotion demonstration project, Ucycle. In Phase 2 the Main Bid activities will build on these elements to provide a comprehensive and co-ordinated programme to deliver the strategy described in Section 4.

It should be noted that many of the Phase 1 activities will be ongoing throughout the LSTF programme up until 2015 with the Phase 2 Main Bid elements coming on stream in parallel to complement the delivery of the Key Component bid from summer 2012. Should this application be successful a Programme Manager would be appointed to manage both phases as a single programme.

The Work Packages have been designed to support business needs and target people at key transition points with measures to help our citizen's take full advantage of local employment, learning and cultural opportunities complemented by measures designed to create the physical, social, and cultural environment that will support sustainable travel behaviour.

The LSTF bid programme is summarised in **Table 6.2**. The left hand column of the table sets out the Phase 1 Key Component elements. The right hand column sets out the Phase 2 Main Bid elements. The core LSTF proposals are shown on the plan in **Figure 6.2**.

Figure 6.1: The Nottingham Urban Area Bid – a two phase approach



Table 6.2: Summary of Nottingham Urban Area LSTF Programme: Key Component and Main Bid

Please note Work Package costs quoted exclude local contributions

Phase 1: Key Component Bid	Phase 2: Main Bid
Work Package A: Supporting access to employment and training by improving integration and unlocking travel opportunities using low carbon transport	
Smartcard development and integrated ticketing offer = £2,975k	**Enhanced Smartcard integrated ticketing offer and Personalised Travel Planning Solutions = £1,525k**
A1: Developing an ITSO compliant e-purse including infrastructure for card issue, top-up including ITSO ticketing machines and smartcard readers to loan to small operators and establish a network of top-up stations at community venues and Re-issue 300,000 Citycards as ITSO e-purses;	**A4: Enhanced smartcard integrated ticketing offer:** Smartcards will provide access to an extended range of public transport products, additional transport services and provide a platform to access discounted travel offers for low income groups particularly focused on making transport to education more affordable for 16–19 students living in the urban area. (This measure continues Measure A2)
A2: Pilot **discounted travel offer for 16-19 students** in 2011/12 – 2012/13	**A5: Ways to Work:** Supporting access to work and training for job seekers and short term unemployed with personal journey planning and access to employment and training support to overcome financial and other barriers including journey planning, journey buddying; support with public transport costs, loan to own cycles and cycle skills, and electric moped loans to complement the support available through the DWP's Work Programme.
	A6: Transitional travel training for education journeys: • Co-ordinated personalised journey planning service delivered through schools including road safety, bus training, smartcard issue and route planning using school friendly versions of online journey planning tools (WalkIt, Transport Direct Cycle Journey Planner, East Midlands Traveline) to complement D2 • Programme of travel training to address barriers to accessing education and training for young people targeted at those not in education, employment or training to complement A2/A4
A3: Supporting multi-modal integration including a. Establish smartcard accessed secure cycle parking and facilities at key transport interchange points; b. Pilot a small scale commuter cycle hire/loan scheme to access business and industrial parks	**A7: Homemovers personalised journey planning package:** Pre-move information and Post-move Welcome Packs for vendors and tenants providing journey planning and information about local services delivered through estate agents and housing associations. This package will refresh provision and include people moving into or within Nottingham after the reissue of new integrated smartcard funded through the Key Component bid. The offer for tenants will be piloted through Nottingham City Homes.
	A8: Inclusive Accessibility: • Extend programme of travel training and support for vulnerable groups to improve the journey experience and support independent living including establishing user groups for the deaf community, asylum seekers and refugees, and others; • Work with the sight centres at health providers to support newly visually impaired; • Developing the @cessadvsr travel information website and social media applications.

Phase 1: Key Component Bid	Phase 2: Main Bid
Work Package B: Establish a network of community smarter travel hubs to develop more effective community engagement, expand the capacity of the third sector to deliver locally focused sustainable travel advice and services and create a demand for smarter travel services	
Establish a community travel hub as pilot for the local delivery model for travel behaviour change = £550k	**Extend the smarter travel community hub concept to other neighbourhoods in the urban area. = £4,275k**

B1: Establish a community Smarter Travel Hub in the north of the City:
• Establish a Neighbourhood Smarter Travel Co-ordinator
• The proposal includes an intervention budget to commission to commission smarter travel services tailored to local priorities
• Foster a volunteer peer network of community champions to act as points of contact, service signposters and advocates for local travel needs
	B2 – B5: Establish network of four Community Smarter Travel Hub s and satellite hubs to serve the Central and South areas of the City based at the Mary Potter Centre in Hyson Green, and Clifton Cornerstone and to serve the south-west and the north-east areas of the conurbation from community bases in Beeston and Arnold.
	Each Smarter Travel Hub will have
	• **A Neighbourhood Smarter Travel Co-ordinator (NSTC)** as the main point of contact for smarter travel services responsible for overseeing the delivery of tailored smarter travel interventions in their locality.
	• A **local intervention budget** to commission:
	  • Consultations with the local community
	  • Development of social marketing techniques to best target interventions and foster community network of Smarter Travel Champions
	  • Local activities and events and travel awareness promotional materials;
	  • Active travel, low carbon travel and ICT home support services and personalised travel planning service for jobseekers and employment advisors;
	  • Development of social marketing techniques to foster community network of Smarter Travel Champions;
	  • Small-scale local access and interchange improvements linked to Measure B5.
	• The Co-ordinators will work with local CVS and other partners to foster a volunteer peer network of **Community Smarter Travel Champions** to act as advocates for local travel needs building on the City's Change Makers model.

	B6: Places for People: Creating the local environment to support the Smarter Travel Hub activities • Manual for Streets demonstration projects to create an attractive walking and cycling environment and improve links to public transport through 20mph limits, safer routes and capital grants to improve smarter choices infrastructure in and around schools to support school travel plans. • The new community planning model will obtain community input working through Neighbourhood Smarter Travel Co-ordinators and inform the development of a set of principles for a Neighbourhood Design Guide.

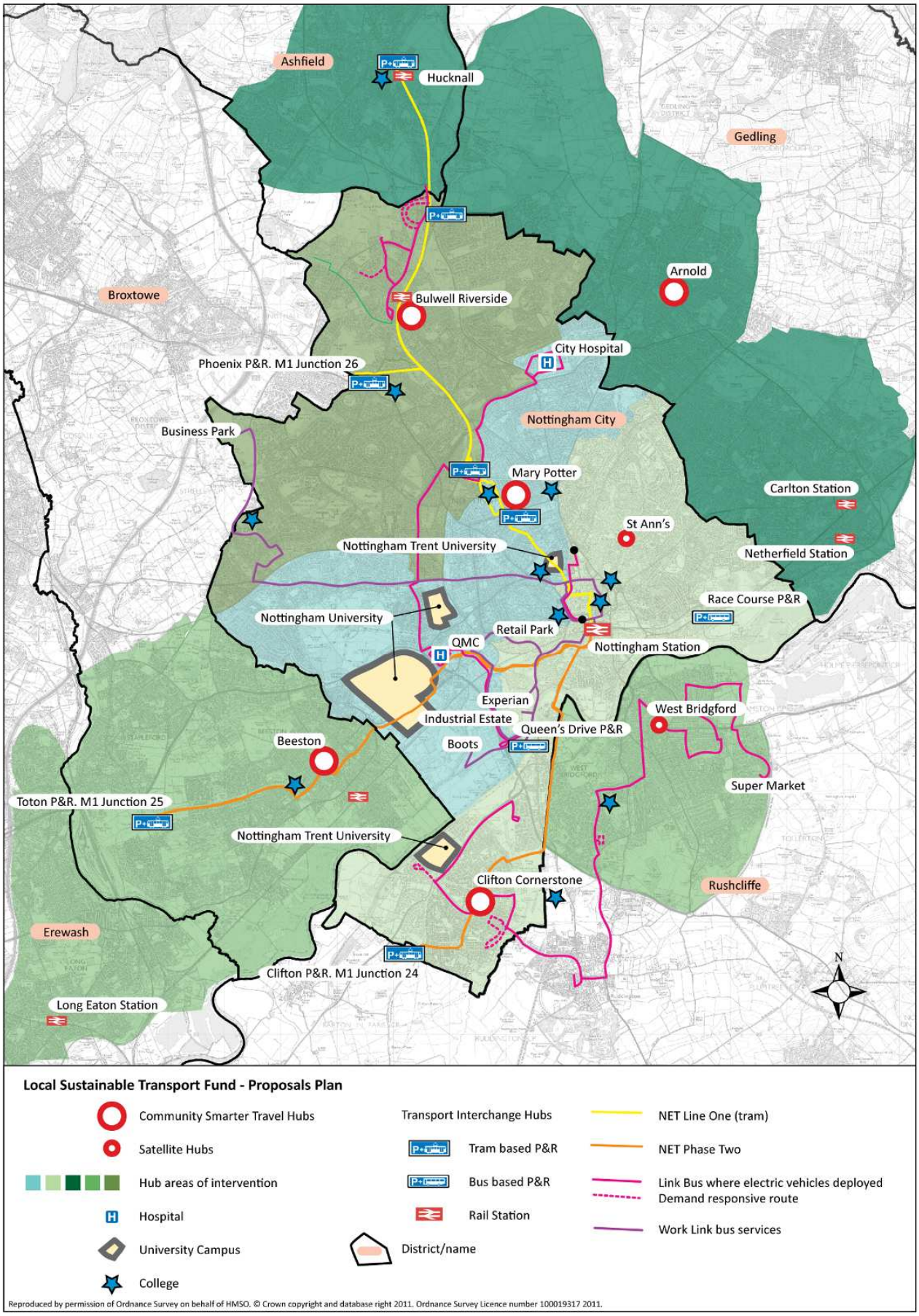
Phase 1: Key Component Bid	Phase 2: Main Bid
Work Package C: Supporting the needs of the business community with smarter travel services and developing the low carbon transport network	
WorkSmart = £380k	**Developing a Low Carbon Transport Network = £3,290k**
C1: Deliver an enhanced package of business travel support services to complement the roll out of the Workplace Parking Levy including Expansion of Greater Nottingham Transport Partnership Business Club activities.	**C2: Low Carbon Public Transport Fleet:** • Provision of electric vehicles and infrastructure for Medilink buses. • Provision of electric vehicles and infrastructure for Locallink buses.
	C3: Cycle infrastructure development and associated promotion including cycle corridors, UCycle project, Station Hub Cycle Hub business case and development of city wide interchange cycle hire scheme.
	C4: Smarter choices infrastructure to support businesses including provision of EV charging at employment hubs and community venues including Community Smarter Travel Hubs accessed by smartcard, trial lease of electric pool cars at Community Smarter Travel Hubs, a small-scale smarter travel infrastructure grant scheme for businesses.
	C5: Eco driving support programme for businesses to develop the Ecostars programme including providing advice activities and workplace challenges around energy efficient driving, fleet management and low carbon vehicles.
	C6: Establish City Car Club: Business case preparation, consultation with prospective project partners and start up funding to cover traffic management costs and kick-start vehicles in key hub locations.
Work Package D A comprehensive programme of active travel solutions to make walking and cycling the norm for local journeys.	
Developing active travel partnership working = £940k	**Active Travel Solutions = £1,555k**
D1: Extension of active travel programmes: • Funding to support the Decade of Better Health promotion programme with a refreshed programme of cycle events to engage leisure, commuter and elite cyclists including • Continuation of the UCycle Nottingham partnership programme with Nottingham's two universities, and extending the programme to Further Education colleges providing a programme of cycle promotion activities, cycle loan scheme, travel planning and small scale infrastructure improvements.	**D2: Co-ordinated community cycling promotion programme:** • **Cycle training package for schools and families comprising:** o BikeIT/LifeCycle: Work in partnership with Sustrans and RideWise to deliver curriculum activities to support cycling from Yrs 1-7 and develop programme of extra-curricular activities for Yrs 8-10; o Extend delivery of Bikeability training levels 1, 2 and 3 to 100% of schools supported by RideWise; o Provide cycling component to Active Families programme including regular rides and providing a mobile cycle hire service for parks and leisure destinations. • **Encourage take up of cycling in the community** by providing: o A package of one-to-one and group cycle training sessions for 200 individuals per annum across the urban area, supported by buddying, route finding services; cycle maintenance training sessions for schools, communities and businesses and mobile cycle hire service, o Continue Framework Housing Trust bike recycling programme and expand to Community Travel Hubs. • **Shared resources for delivery of BikeIT/ LifeCycle, Bikeability; Active Families; Mobile Cycle Hire Service** including pool cycles, adapted transport van and associated equipment plus annual maintenance.
	D3: Active travel events package: • Enhance Nottingham's cultural offer with an area-wide calendar of sustainable travel promotional events (e.g. Big Day Out, Wheelie Big Breakfast, Festival of Cycling); • Travel planning and transport support for other leisure and cultural events (e.g. Goose Fair, Splendour music festival, the Great Notts Bike Ride, sporting events at the two football clubs, Nottinghamshire County Cricket

Phase 1: Key Component Bid	Phase 2: Main Bid
	Club and Nottingham Panthers and for other major attractions); • Support for community events delivered through Community Smarter Travel Hubs and schools e.g. annual Footprints walking promotion; local active travel fun days; community cycle rides, community walks; co-ordination of Rural Rides programme, Green Streets etc
Work Package E: Programme Management	
LSTF Programme Management for KC bid = £80k	**LSTF Programme Management = £175k**
E1: The City Council will be the lead authority and the accountable body for the Nottingham Urban Area bid. This role will be supported by a monitoring budget to provide information to feed into DfT's reporting and evaluation framework.	E2: The City Council will be the lead authority and the accountable body for the Nottingham Urban Area bid and a Programme Manager will be appointed to: a. Co-ordinate programme delivery including servicing the LSTF Programme Board and overseeing the Neighbourhood Smarter Travel Champions; b. Financial management; c. Report on programme delivery, monitoring and evaluation.
	E3: This role will be supported by a monitoring budget to provide information to feed into the Department's reporting and evaluation framework.

Sections 6.3 – 6.6 provide a detailed description of each of the Work Packages in Phases 1 and 2 of the Preferred Option setting out the baseline situation to provide the context for the proposed LSTF measures and highlighting the benefits of each work strand and the key target groups who will benefit from the measures proposed. For each Work Package the section describes:

- Baseline position summarising the activities already taking place across the urban area
- Phase 1 measures comprising the Key Component Bid already funded
- Phase 2 measures comprising the Main Bid for which funding is being sought

Figure 6.2 LSTF Proposals Plan



6.3 Work Package A: Supporting access to employment and training by improving integration and unlocking travel opportunities using low carbon transport (linked to development of smartcards).

Baseline position

The bid partnership is committed to maintaining and enhancing the quality and reliability of the local public transport network through buses, trams, coaches, park and ride and easy interchange will be crucial to delivering economic benefits whilst also contributing to a low carbon transport system and improving people's accessibility to jobs and services. Provision of integrated ticketing is integral to maximising the benefits of the existing investment.

The Nottingham Urban Area already has a comprehensive public transport system with a high quality network of bus services, operating on high frequencies on the key transport corridors provide commercially by local operators. Nottingham City Transport and TrentBarton have won a number of industry awards over past years reflecting the quality of the public transport offer in the bid area.

The core commercial bus network is supplemented by the supported Linkbus network to improve accessibility to jobs, health, education and shopping facilities outside the city centre linking into the Park and Ride network and interchange with Line One of the NET tram. By reducing walk and journey times the whole package is not only improving accessibility but helping to relieve congestion by making public transport an attractive alternative to the car. The Linkbus network has been developed with a range of private and public sector partners dependent on the role and funding for each of the individual Linkbus services but all have branded vehicles with joint ticketing, co-ordinated information and are fully marketed.

Nottingham Express Transit Line One (NET) connecting Hucknall to Nottingham Station with a branch to Phoenix Park near Junction 26 of the M1 has been in operation since March 2004. NET Phase 2 was confirmed through the 2010 Comprehensive Spending Review. This 17km extension will provide substantial additional public transport capacity connecting the densely populated southwest (Clifton) and west (Chilwell) of the bid area with the city. Additional Park and Ride sites are proposed to serve traffic from Junctions 24 and 25 of the M1 linking those travelling from the wider region. The expansion of the NET tram system will result in a step change in the reliability, safety and capacity of public transport across the Nottingham Urban Area easing the effects of traffic congestion, enhancing the economic competitiveness of the city and the district centres and contributing to a more sustainable urban future.

Nottingham Station Hub will provide a state of the art public transport interchange and gateway to Nottingham by providing a high quality transport hub for trains, trams, bus, cycle and taxi services and complements work being undertaken by Network Rail to provide an improved track layout in and around Nottingham as part of the Trent re-signalling project. The Station Hub is due to be completed in November 2014 and will act as the catalyst for the regeneration of the Eastside and Southside areas of the City by creating many new job opportunities. The redevelopment of the station has been welcomed by the business community as critical to the future success of Nottingham's economy. Realising the station's potential will help to boost the economy and draw more passengers to the railway by connecting people with employment opportunities.

Developing the smartcard offer to achieve integration of transport services, is the key concept underpinning the Nottingham Urban Area LSTF bid. The City Council has already developed the successful Citycard smartcard which combines the functions of a travel card, library card and access to leisure facilities as well as retail discount offers. A number of large organisations use the transport function on their own staff cards. Introduced in 2007 there are now around 127,000 Citycards in circulation of which almost 50,000 are Adult Citycard and Easyrider Cards and over 17,000 travel cards are for young people under 18. Residents in the wider area outside the City boundary can also benefit from the integrated transport function as Nottingham City Transport has adopted the Citycard platform for their own ticketing deals.

Surveys show that around 8,000 Citycard holders have used their Citycards to get discounts in over 100 stores, shops and restaurants around Nottingham.

The Citycard currently offers the following features:

Travel

- ITSO concessionary ENCTS travel for elderly and disabled.
- Almex proprietary Easyrider season travel for Nottingham City Transport (NCT) and NET Line One (tram) services – commercial (N.B. Joint NCT/NET ticketing via the Easyrider Citycard will no longer be available once the NET operating franchise is signed with the new concessionaire Tramlink.
- Almex proprietary Anytime day carnet travel for NCT services – commercial
- Kangaroo season tickets – combination of flash pass (printed validity date) and Almex smart format for NCT – commercial offer providing travel on all local bus, tram and rail services within the defined operating area
- Free school transport – this is restricted to NCT/NET and uses the Almex Easyrider format and an expiry date
- Free college transport – Kangaroo season tickets with above format

Other smart functions available are:

- Leisure Centre discount scheme
- Door access for cycle compounds
- Free school meals, cashless catering and secure account (the 'squid system)

Others non-smart functions available are

- Library book hire (barcode)
- Nottingham City Homes rental payment (barcode)
- Retail discounts – flash pass

The Mango electronic purse has also been introduced on TrentBarton services offering discounted travel without the need for cash transactions.

The next step is to work with the local operators to develop a single smartcard which can be used on all transport services and to offer an extended range of transport and other services so the Citycard becomes the key to unlock opportunities across the Nottingham Urban Area. This will be developed in phased approach over the bid period and is closely tied to the franchise negotiations currently taking place with the Tramlink consortium who will be the new concessionaire for NET Line One and Phase Two.

Work Package A: Phase 1

This will deliver a phased upgrade of the smartcard platform to develop an ITSO compliant e-purse to achieve:

a) All ten transport bus/tram and rail operators on a standard smartcard platform to national standards.
b) A transport Citycard 'e' purse is introduced in line with the introduction of the next phase of the tram, enabling more flexible integrated ticketing options including tailored discounted travel scheme for key disadvantages groups.
c) Increase the number of outlets for smartcard issuing and top up.
d) Increase the number of other transport functions on the Citycard smartcard, including Shopmobility, cycle storage, cycle hire, on-street and off street parking.
e) Link personalised smartcards and travel plans as part of tailored promotions within schools and companies.

Key activities for Workstream A which will be funded through the Key Component bid are:

A1: Develop ITSO compliant e-purse:
Bus and back office infrastructure and systems for local operators including:

- Audit of each operator's progress towards ITSO compliance and establishment of a provisional grant system to incentivise each to move towards ITSO compliance by April 2013 and to lock each operator into participating in a range of ticketing schemes.
- Establish ITSO scheme specifications for core products and purchase of ticket machines with smartcard readers for supported Linkbus network
- Extension of Kangaroo day ticket to one-day and season ticket products

Smartcard issue, renewal and distribution:

- Development of network of sales outlets including ticket vending and top-up at bus stations, Park and Ride sites, schools, colleges, libraries, leisure centres, local council offices etc including installation of 150 ticket vending machines on platforms for NET Line One by April 2013 and for NET Phase 2 Lines 2 and 3 ready for operation in December 2014 and installation of 30 ticket vending machines at other key interchange points by April 2015
- Reissue of up to 300,000 Citycards as ITSO e-purses along with personalised travel planning information
- Programme of promotion activities targeted at car users to support implementation of the Workplace Parking Levy delivered in co-ordination with the business support package in Work Package C.

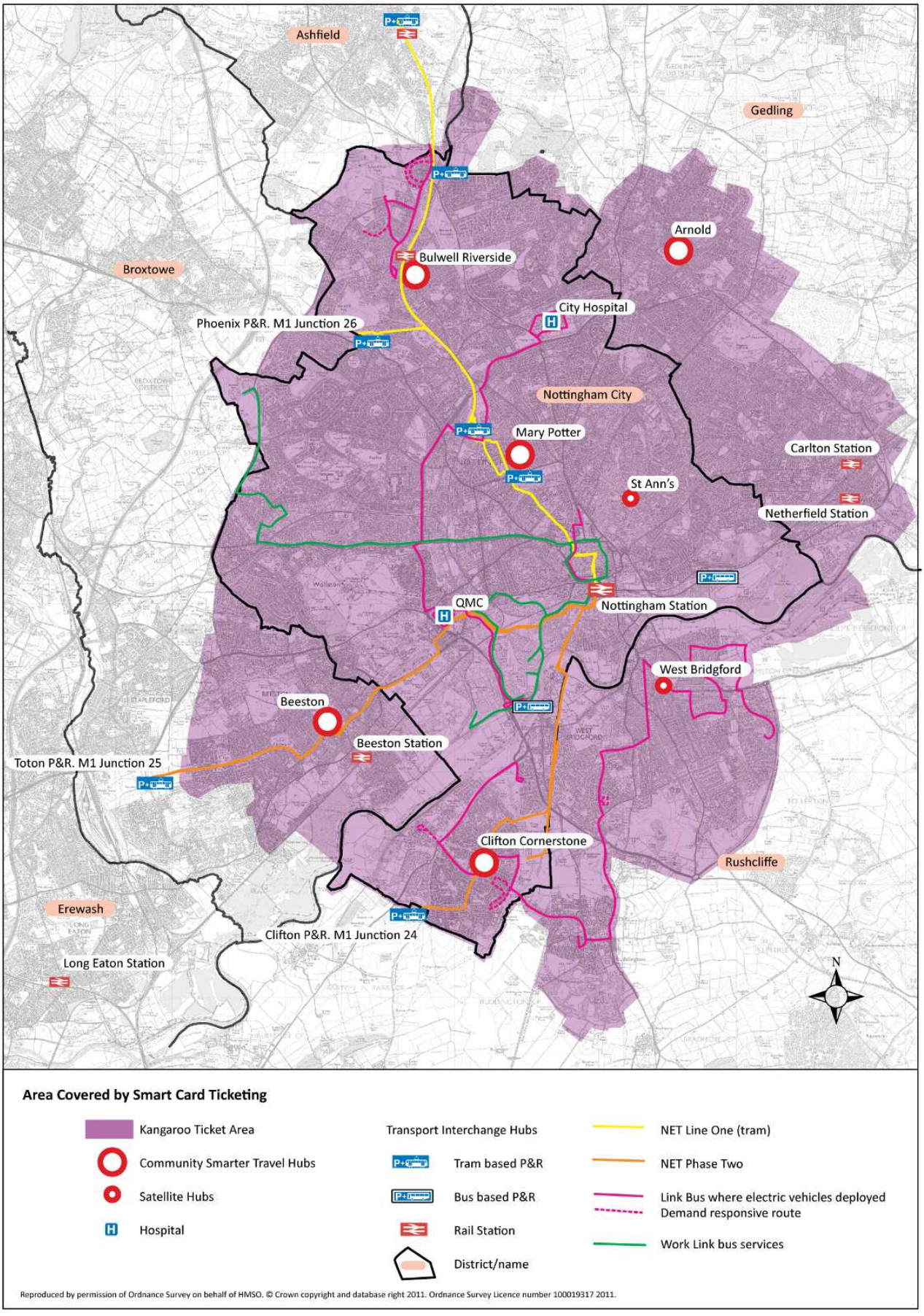
A2: Making travel more affordable for priority groups by piloting a discounted travel offer for 16-19 students in 2011/12 – 2012/13. Supporting young people into training and employment is a key priority for the Nottingham Urban area which has high levels of unemployment amongst young people. Changes to the way Education Maintenance Allowance (EMA) is provided have affected a significant number of young people in the City who rely on this for travel. Local data showed that 65% of students (4,240 learners in 2010/11 academic year) used their EMA for to help with transport costs. To address this a 2 year travel support package jointly funded with further education colleges to provide Kangaroo travelcards for up to 2,500 eligible 16-19 students per annum previously in receipt of Education Maintenance Allowance was launched in September 2011.

A3: Multi-modal integration to extend the range of travel services available on the smartcard platform including

- Establishing smartcard accessed secure cycle parking and facilities at Broadmarsh bus station, Nottingham Station Hub, and Park and Ride sites
- Pilot Citycard Cycle Club to provide cycle hire to link public transport hubs with business and industrial parks as alternative to dedicated Worklink buses
- Establish Citycard booking system for Shopmobility service
- Develop Queens Drive Park and Ride site as a model for multi-modal integration with cycle hire, smartcard accessed cycle parking, electric buses and electric vehicle charging

Figure 6.3 shows the extent of the smartcard operating area.

Figure 6.3 Area covered by smartcard ticketing



Work Package A: Phase 2

The Main Bid will build on this by enhancing the range of services available on the smartcard, using the smartcard as a platform to provide travel concessions for priority groups linked to providing personalised journey planning solutions for targeted groups focusing on key life change points as an opportunity to promote alternative travel choices.

This workstream will provide a number of specific tailored programmes to provide **personalised journey planning support for people at transition points** in their lives such a new job/re-entering employment, moving house in the private or rental market and young people starting secondary schools **and/or groups who face particular barriers to accessing jobs and services** (job seekers, people with disabilities and or with limited mobility). These measures will provide a number of core services to provide bespoke travel solutions and tailored journey planning information and advice to specific target markets who require a more personal approach to address information and cost barriers to broaden their travel horizons and enable them to play a more active role in society:

Key activities for Workstream A seeking funding through the Main bid are:

A4: Enhancing the smartcard ticketing offer to provide access to an extended range of public transport products and additional transport services available through transport interchanges and community hubs. This will include:

- The 16-19 travel support offer will be extended for a further 2 years and the smartcard will also be used as the platform for travel support available through the DWP's Work Programme and other employment support programmes. Working with the local employment and training provider network through the City's Employer Hub model and the Nottinghamshire City & County Employment and Skills Board (ESB) to improve access to work and training opportunities for local people will ensure that the support offered through local and Government employment programmes will address travel barriers that prevent people from accessing work and training opportunities such as knowing where to find and understanding travel information, low travel horizons and costs of travel, thereby supporting people back into work. A One Nottingham Accessibility of Employment and Training Opportunities in Greater Nottingham Study (2007) evidenced that these factors were significant barriers preventing people from taking up training and employment opportunities.
- Extending the smartcard accessed secure cycle parking facilities at community hubs, district centres, retail parks, business and industrial parks and at key bus stops. The commuter cycle hire scheme piloted through the Key Component bid will also be rolled out through Measure C3.
- Electric vehicle charging points will be installed at transport interchanges and community hubs building on the investment secured through the Midlands Plugged in Places programme in 2011/12 – 2012/13.

Measure A4 (building on Measure A2) focuses on supporting low income groups because:

- Enabling access to employment and training, particularly for young people, is a priority. Nottingham already has high levels of public transport patronage but the ticketing offer is complex and favours those who can make advance bulk purchase of travel. Making the cost of travel more affordable and working with partners such as the further education colleges and the DWP Work Programme providers will reduce travel barriers for those on low incomes and help people to access employment, training and learning opportunities and therefore support local people back into work.
- A local survey of Further Education establishments in Nottingham shows that 38% of Education Maintenance Allowance (EMA) was currently spent on transport equating to £2.7million per annum and 64% of 16-19 students in receipt of EMA used this to help with transport costs. Working with the Further Education establishments to provide a travel offer for young people over 16 in full time education and in receipt of free school meals will help to mitigate the impacts of the changes in EMA funding and enable young people to continue to access learning and training opportunities.
- Working with the local employment and training provider network through the Nottingham Employer Hub and the Nottinghamshire City & County Employment and Skills Board (ESB) to improve access to

work and training opportunities for local people will ensure that the support offered through DWP's Work Programme and local programmes such as Nottingham Future Jobs Fund address travel barriers that prevent people from accessing work and training opportunities, such as knowing where to find and understanding travel information, low travel horizons and cost of travel (One Nottingham Accessibility of Employment and Training Opportunities in Greater Nottingham Study 2007).

Measures A5- A8 comprise **Personalised Travel Planning Solutions** with specific target markets which will provide a number of core services to offer bespoke travel solutions and tailored journey planning information and advice for people at key transitional points (entering the employment market, moving schools/leaving school, moving house) and/or supporting groups who face particular barriers to accessing jobs and services (job seekers, people with disabilities and/or with limited mobility). Providing a more personal approach for these groups will help to address the information and cost barriers by making sustainable travel choices easier and more affordable thereby widening people's travel horizons.

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

A5: Ways to Work will assist residents of the Nottingham Urban Area to access new work and training opportunities using sustainable transport and is modelled on the Wheels to Work and Ignition programmes delivered in Nottinghamshire and the Bike to Work pilot delivered in Nottingham and Hucknall. These approaches are demonstrated to be a cost effective way of supporting people into work – in 2010/11 the average cost of assisting someone through Wheels to Work was just 48% of the costs of that person claiming Job Seekers Allowance for 6 months.

The Ways to Work proposal has a strong emphasis on assisting people who are unemployed, or at risk of losing their employment due to transport issues, to enable them to become/remain economically active. In particular, the project aims to address client's issues when they start work (or training) and for the client to sustain their transport options for themselves in the longer term, under their own resources, rather than seeing the project as a long term support mechanism. Evidence from Wheels to Work identified that by the end of the moped loan scheme 92% of clients had resolved their transport problem for themselves and were still in employment or learning.

The project also aims to encourage the use of sustainable transport including public transport, cycling and electric mopeds and by targeting those at a life-changing point where they are entering a new job, this will establish this behaviour as usual travel choice to get to work. Evidence from the Bike to Work pilot showed that 83% of clients receiving support from the scheme remained in employment or training 6 months after and all clients said they were likely to continue to use their bike in future.

The precise details of eligibility criteria for Ways to Work are still to be agreed with local employment partners as part of the project set-up stage but it is proposed that the programme will prioritise those who have been unemployed for 6-12 months to cover the period in advance of eligibility for the DWP Work Programme support. The process will build on existing relationships with Wheels to Work referral partners such as Connexions, Job centre Plus, the Work Programme providers, third sector organisations, further education establishments and employers through the Employer Hub. Demand for the scheme is anticipated to be high as with fewer job opportunities available people need to travel further to access employment opportunities.

The programme will offer four levels of support. All clients accepted onto the Ways to Work programme will receive level 1 support and then a proportion of those requiring further assistance will benefit from levels 2, 3 or 4 of the programme. Clients will be offered the level of support which best meets their needs

and is the most efficient to provide; for example, the Level 4 moped loan will not be available to an individual if the Level 2 public transport support would meet their needs.

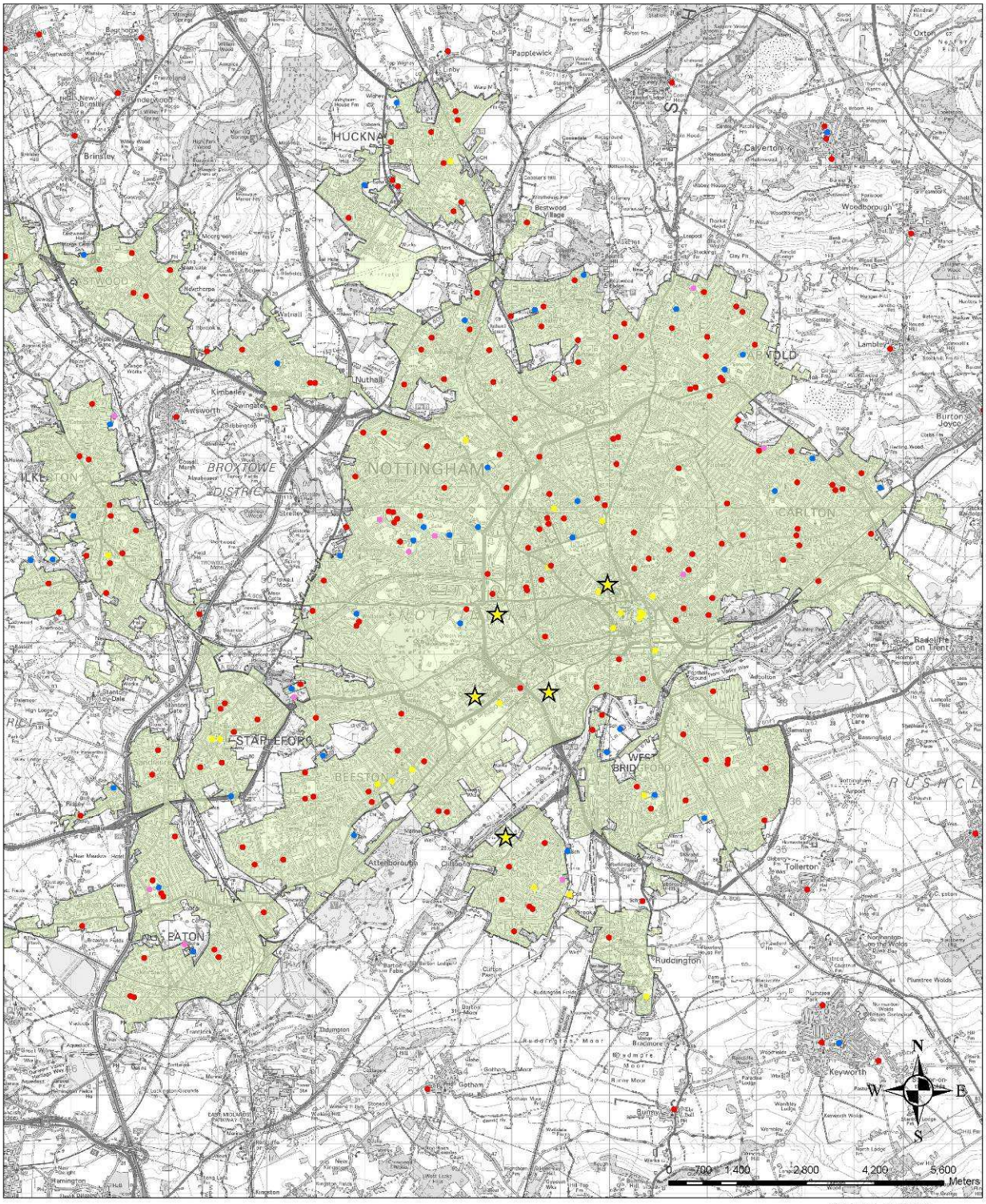
The four levels of support offered comprise:

- **Level 1 - Transport Advice.** This includes tailored journey planning, timetable information, information on obtaining the best fares, making the transition between modes, etc, as well as cycle and walking route planning. All clients would receive this option, before proceeding to one of the other three options if necessary.
- **Level 2 - Public Transport Support.** This would provide assistance with the costs associated with public transport for an initial period of employment for those for whom this would be a barrier to becoming economically active. This period would usually not exceed 6 weeks, after which the client will be expected to fund their own transport from their salary in the usual way. Tram, train and bus travel can be included. There is an option to include public transport training for those requiring this.
- **Level 3 - Bike to Work Scheme.** This scheme will provide clients with a bicycle, necessary equipment, and a safer cycling induction from a qualified cycling instructor along with route advice based on the model piloted in a successful Beacon reward funded Bike to Work scheme delivered in the City and Hucknall in 2008/9. Clients would pay an initial bond, and then monthly payments for 6 months, after which ownership of the bike and equipment would be transferred to them. This would provide a low carbon, low cost travel option for the client to commute to work in a sustainable way.
- **Level 4 - Electric Moped Loan scheme.** This is based upon the Moped Loan scheme already offered through Wheels to Work in Nottinghamshire, but would use electric mopeds to provide a lower carbon travel option, which would complement the development of a low carbon network element of the programme for electric vehicles charging points. Clients would receive a moped on loan for a maximum period of six months, along with the necessary training, equipment, and insurance, in return for a bond payment and a monthly contribution amount (currently £50 and £60 respectively.) Servicing and maintenance of the vehicle will also be included. The six month time frame is designed to give clients an opportunity to put in place a longer term solution of their own. Currently 93% of the Moped Loan clients assisted by the Nottinghamshire Wheels to Work scheme are still economically active six months later. This option is a "last resort" option for clients for whom the other forms of assistance have been explored and are not suitable to meet their needs.

A6: Transitional travel training for journeys to education This measure will provide personalised journey planning services to improve access to learning shown in **Figure 6.4** and encourage the uptake of low carbon options for educational journeys through two strands:

- **Providing a co-ordinated personalised journey planning service available to all primary schools** in the urban area to offer a combined package of road safety, cycling and public transport information for pupils and parents to assist parents to choose the best low carbon travel option for travelling to school and to prepare Year 6 pupils for their new school journey to secondary school. This would extend the existing bus travel training and smartcard registration service for the Under 18 Citycard (young person's travel smartcard) currently provided to Year 6 pupils at City primary schools through the Infolink bus and provide the culmination of the school cycle training package to be funded through **Work Package D Active Travel Solutions** for schools located in areas of highest congestion.
- **Develop a programme of travel training and journey planning to address barriers to accessing education and training for young people** including young offenders to reduce those not in education employment or training (NEETs). This is particularly important for the bid area as there is high unemployment amongst young people. The work by Learning Independence For Travel (LIFT) at the National Star College has evidenced that travel training supports young people into positive opportunities avoiding the need for other interventions at a later stage thereby providing considerable cost savings. By working with young people to address the psychological barriers to accessing education and training opportunities by building confidence and widening travel horizons, this programme will complement the 16-19 travel support in **Measure A2** and the extension of the Ucycle programme to further education colleges in **Measure D1** which have been designed to address the cost barriers of public transport and widen the choice of travel options available to young people.

Figure 6.4 Locations of schools, colleges and universities in the bid area



Scale: 1:100,000

Nottingham Urban Area Schools Colleges and Universities

- Nottingham Urban Area
- City of Nottingham
- Special School
- Infant / Junior / Primary School
- Secondary School / Academies
- College
- University

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A7: Homemovers journey planning packs with smartcard

This measure will provide Pre-move Information Packs and Post-move Welcome Packs for vendors and tenants to promote local bus services, cycle routes and local cycle support services and car sharing for people moving into or moving house within the urban area. There will be two levels of information:

- **Pre-move Information Packs** will be made available through estate agents, Nottingham City Homes (ALMO for the City area) and housing associations to raise awareness of different travel options as part of the decision making process when choosing a new home. This will refresh the On the Move Packs previously developed for the City area and extend the service to tenants as well as those purchasing a house. This information will also be made available through web applications and be available to support inward investment packs for businesses interested in relocation to the urban area;
- **Post-move Welcome Packs** will be provided to individual households to provide household level journey planning information packs along with a free day's travel provided on the smartcard as a "try before you buy" incentive to promote local bus services, cycle routes and local cycle support services.

The offer for tenants will be piloted through Nottingham City Homes and will complement the rent payment facility already provided on Citycard smartcards.

The effectiveness of this approach was demonstrated by a pilot personalised travel planning study, focused on a section of the number 30 bus route, serving Wollaton. This pilot involved the issuing of 2130 free day passes, and a 'how to' guide to public transport to residents within 500 metres of the number 30 service to test the hypothesis that given high quality, personalised travel information and a smartcard preloaded with one days of free travel, non users could be encouraged to try the bus for the first time and existing users could be encouraged to travel more. The smartcard with a free day's network travel and personal journey planners were distributed by post, personally addressed. The personalised information included a stop based timetable from the user's nearest bus stop to home and the return times from a central point in the City Centre. It also included information about how to use electronic journey planners via the internet and mobile phone.

This pilot yielded a 6.5% in patronage and ticket revenue increased by 5% (excluding the subsequently reimbursed free days of travel used). The pilot also demonstrated an increase in bus use outside of the peak hours, suggesting that at least 50% of the trips were made for leisure purposes in the off peak period. This was seen as important by the bus operator as it enabled the growth to be accommodated within existing services without the need for additional capacity to be provided. This model was subsequently rolled out for the initial launch of the Citycard in 2007 and provides a template for delivering the Homemovers Welcome Packs.



A8: Inclusive Accessibility Solutions:

The transport network in the UK can be used by 80% of the population readily whereas the 10 million disabled people who have mobility needs have to rely on a subset of the wider network which is accessible to them. Planning and making journeys, particularly unfamiliar journeys, can be an ordeal for disabled people. Accessible transport networks are often hidden, with little information to give travellers confidence that specific features exist or work reliably.

This workstream will build on local good practice to continue support for vulnerable groups including people with disabilities or with limited mobility facing particular barriers to accessing jobs and services and comprises two aspects:

- Hands on support to provide travel training to improve accessibility and support independent travel by building the confidence of vulnerable groups to use public transport and working with user groups and

public transport operators to improve the journey experience building on an approach developed in partnership with RNIB to identify travel barriers and improve the journey experience for partially sighted people to other vulnerable groups to support independent living;

- Development of social media applications to provide journey planning information about accessible transport options and develop a user community and live information feed around access to services.

Supporting this workstream will help people become more independent and more confident, enabling them to access employment and training opportunities and so supporting them to become active members of the workforce and so reduce reliance on benefits and enabling them to access local services, shopping and activities supporting the local economy.

To take this forward the City Council has developed an innovative and collaborative approach to improve the accessibility of bus services for blind and partially sighted people in partnership with RNIB called Linking the Journey. The approach uses a range of measures including driver awareness training, providing a mobile travel training service to offer assisted journeys for those who lack the confidence to travel alone due to their disabilities and provide confidence building for bus boarding, mystery shopper journeys to identify which elements of the journey experience need improvement, providing tactile lettering at stops to aid stop identification and producing a guide to accessible shops and services in Nottingham. This work has won a number of awards for good practice including an East Midlands RNIB/Action for Blind People Award in 2010 and the UK Bus Award Claudia Flanders Memorial Award for Accessibility in 2011. The initiative has also been nominated for a number of RNIB awards in 2011.

The information gathered by the RNIB user group has been used to develop bus industry standards for the provision of public transport information in the urban area covering information provision, the journey experience and the stop environment.

The City Council is currently working with RNIB to establish a range of national standards from the minimum that should be delivered to an excellent (or gold) standard of good practice. Nottingham City Council in partnership with Nottingham City Transport is leading the way in adopting these standards and helping the RNIB to set the various levels of achievement.

This approach has also been extended to people with learning disabilities and provides a template for collaborative working with other vulnerable groups. The Main Bid seeks funding to continue this work to support the existing user groups, continue the travel training service and develop a similar approach for other groups including the deaf community, asylum seekers and refugees to support independent living thereby assisting these groups to access work and training and other opportunities.

Research undertaken by ITP on behalf of the Department for Transport reveals it is common for disabled people to 'dry run' unfamiliar local journeys several days before they need to make them in order to reduce the uncertainty and anxiety they experience when making the journey for real. Many people piece together information from disparate web-based sources including journey planners, discussion forums, and street maps; and place considerable emphasis on peer-to-peer advice and recommendations about reliable services and destinations.

ITP Consultants have been awarded seedcorn funding through the Technology Strategy Board and Ordnance Survey's Geovation competition (www.geovation.org) to develop an accessible transport tool (provisionally called '@ccess advisr') which will mine accessible transport information from existing sources, re-package it in a user-friendly web-based tool and smartphone app. @ccess advisr will improve accessible transport information by bringing together disparate sources of pre-journey information on a single website to present accessible transport information on a map base using a simple set of search tools that enable a user community of people with limited mobility to rate accessible transport information and infrastructure features at transport stops/stations, on board transport vehicles, at their destinations and on specialised transport services. ITP are undertaking the development, test and launch of the product in 2011/12. The proof of concept stage is using Nottingham as the test location for the service.

The Main Bid seeks match funding to continue the development of the '@ccess advisr' application beyond the proof of concept stage to:

- Work with local disabled and community groups on an ongoing basis to refine and develop the tool so that it continues to meet their needs when planning journeys around Nottingham.
- Engage with local transport operators to encourage them to use Access Advisr to upload accessible transport information and service updates dynamically.
- Work with local disabled and community groups to build a local user community of people and support them with uploading their content onto @ccess Advisr.
- Explore the potential for broadening the focus of the tool, so that content moves beyond the 'proof of concept' focus on transport and expands to include key destinations and facilities (e.g. leisure and recreation/healthcare/shopping/workplaces) in the Nottingham urban area.
- Explore the viability of embedding Access Advisr within existing online journey planning tools (Trip Times, Transport Direct etc).
- Link @ccess advisr into travel training programmes in order to support its uptake.
- Add value through social marketing and online promotions (delivered through the @ccess advisr tool) to encourage more people with limited mobility to use accessible transport systems in Nottingham.
- Roll the product out across the Nottingham urban area, and more widely into the surrounding county areas.

The @ccessadvsr initiative will complement the travel training and work with the bus operators to improve the journey experience for vulnerable groups and add to the range of journey planning tools available. The initiative will also complement the Smarter Travel Champions network developed through the Community Smarter Travel Hubs (in Work Package B) by developing an online community around travel information using crowd sourcing to add a layer of local intelligence and live information onto the travel information provided by web-based journey planners, initially aimed at people with limited mobility, but as the service develops this will also be of value to the wider community.

Table 6.3: Summary of Work Package A: Supporting access to employment and training by improving integration and unlocking travel opportunities using low carbon transport (linked to development of smartcards).

A	Package element	Why	Key beneficiaries
Key Component	A1: Develop the existing smartcard into an e-purse to provide multi-operator integrated ticketing	• More flexible and convenient journeys using a single travel card supporting a quality public transport network • Simplified the fare structure providing the best travel deals to improve affordability to help people access work • Supporting economic growth • Reducing congestion	• Residents travelling in the Nottingham Urban Area • Public transport operators from increased patronage • Businesses benefiting from decongested roads
	A2: Pilot a discounted travel offer for 16-19 students in 2011/12 – 2012/13	• More affordable travel for low income groups supporting access to work and training • Enabling more people to be available for work widens the labour pool • Encourages sustainable transport choices	• 16-19 students at City colleges previously in receipt of EMA • Businesses having access to a wider labour pool
	A3: Smartcard accessed secure cycle parking and a commuter cycle hire scheme to link business and industrial parks to transport hubs.	• Cost effective way to connect worksites to the public transport network making businesses more accessible supporting people into work and widening the labour pool • Improved integration and more flexible journeys making low carbon choices more attractive	• Businesses and their employees currently not well served by public transport

A	Package element	Why	Key beneficiaries
Main Bid	**A4: Enhancing the smartcard ticketing offer (Building on A2)**	• To ensure that the support offered through local and Government employment programmes will address travel barriers that prevent people from accessing work and training opportunities • Enabling more people to be available for work widens the labour pool • To widen the range of transport services available on the smartcard to provide seamless integration between journey modes making low carbon choices more attractive	• Low income groups including 16-19 students at City colleges previously in receipt of EMA • Residents travelling in the Nottingham Urban Area • Public transport operators from increased patronage • Businesses having access to a wider labour pool
	A5: Ways to Work	• Supporting access to work and training for job seekers with personal journey planning and access to employment and training support to overcome transport barriers • Cost effective approach to support people into employment • Establishes low carbon travel choices for commuting journeys	• Jobseekers unemployed for 6-12 mths – support to dovetail in with DWP Work Programme for 1, 900 individuals • Businesses with employees more motivated to work
	A6: Transitional travel training for journeys to education	• Making best use of currently disparate services to offer a seamless package of travel choices for primary pupils including Year 6 pupils moving to secondary school • Providing journey planning support and buddying for NEETs supports young people into positive activities	• Up to 4,000 Yr 6 pupils p.a. at 200 primary schools across the urban area • Young people not in education, employment or training • Peak time travellers resulting from fewer car journeys on the school run
	A7: Homemovers journey planning packs with smartcard	• Widen people's travel horizons by raising awareness of transport options particularly for commuting journeys • Reducing congestion by raising awareness of sustainable travel options	• Homemovers relocating in the urban area or moving into the area in the private and social housing markets including tenants. To be delivered to up to 18,000 households • Road users benefiting from decongestion effects
	A8: Inclusive Accessibility solutions	• To support independent living and opening up employment and training opportunities reducing dependence on benefits • To explore social media applications and develop a virtual community around sustainable travel to provide information and reassurance to make public transport a realistic choice for people with specific travel needs.	• People with specific travel needs e.g .disabled people including deaf, blind/partially sighted, people with learning difficulties, asylum seekers, people with limited mobility • 100 individuals would benefit from personal travel training

6.4 Work Package B: Delivering integrated services at a neighbourhood level to create the social, cultural and physical environment to support low carbon choices and address travel barriers

Baseline position

Neighbourhood engagement is fundamental to the overall delivery of the Nottingham Urban Area LSTF programme to create a culture of sustainable travel behaviour by providing local transport services which are specifically tailored to meet the needs of different groups and communities across the conurbation.

Individuals are a part of and identify with their local areas and neighbourhoods. These communities are integral to the success of the city overall. In recognition of the key strengths of citizens and the unique characteristics of the local communities that make Nottingham, the Council have set about 'transforming neighbourhoods' by investing in local areas where citizens live and work to promote a sense of place, increase civic pride and encourage people to enjoy their local areas and city.

To ensure that local communities directly benefit and a neighbourhood focus is maintained, close liaison and co-operation with the One Nottingham Partnership, area committees, local community groups and the private and third sectors will assist this process.

Area Capital programme

Since 2006, the City Council has been delivering a multi-million pound area capital investment programme in wards aimed at improving the local transport and public realm environment. The City Council conceived the Area Capital Fund as a capital programme to improve footways, street lighting, fencing, open spaces, parking and other small-scale public realm enhancements. Across the city an estimated £18 million has been spent in the last five years on upgrading local footways. Local communities have prioritised and witnessed improvements to nearly 1,000 local streets in every ward totalling 800,000 square metres. This has helped to make a difference to the aesthetic feel and function of local streets, meeting equality and accessibility objectives for the benefit of all.

A key priority of the programme has been to improve the quality of pedestrian areas with at least 70% of the funding directed towards upgrading footways. Funding has been prioritised and invested across all the city's wards. Over the past year the programme has been expanded to cover traffic management and local accessibility schemes. In the future the LTP will be used to support neighbourhood regeneration and transformation to create liveable communities through delivering on community-led local transport priorities to address local issues including footway and cycleway improvements, parking and traffic management and local accessibility schemes, particularly focused on local centres.

Neighbourhood renewal also encompasses areas of investment highlighted in other parts of this strategy. The Respect for Nottingham initiative, which includes Respect for Transport, will continue to play an important role in reducing anti-social behaviour on public transport, the development of the primary pedestrian route network will improve safety and design out crime, while improvements to the public realm will increase civic pride and create opportunities for investment and positive social interaction.

The approach taken for local public realm improvements is consistent with the Neighbourhood Management model to service delivery across the city providing a joined-up partnership approach to service delivery which is responsive to local needs.

Joint Service Centres

Joint Service Centres have been developed by the Greater Nottingham LIFT initiative (Local Improvement Finance Trust) as part of a 25 year public/private sector partnership agreement to modernise the delivery of local authority and local primary care services to local citizens. The first of these flagship centres Clifton Cornerstone opened in April 2006 in the heart of Clifton in the south of the city. The centre on Southchurch Drive offers customers easy, convenient and local access to a range of NHS, Nottingham City Council, Nottingham City Homes and Community Services all under one roof. A second facility at the Mary Potter

Centre serves the inner city area of Hyson Green. Two further joint service centres are under development in Bulwell in the north of the City and in the St Ann's area of the inner city and will open in 2012.



Clifton Cornerstone


The Mary Potter Centre in Hyson Green

Change Makers

In 2010 NHS Nottingham City and Nottingham City Council launched a Decade of Better Health health promotion campaign. A key aspect of this campaign is ensuring the engagement and involvement of local people in the design, development and delivery of the campaign to engender greater community involvement and empowerment. This approach is consistent with the Government's Big Society policy. The Change Makers network established in 2007 through the Healthy Communities Collaborative programme plays a key role in this approach.

Local people are recruited as volunteers to work alongside local service providers and agencies to test innovative and creative ideas for engaging with their communities to raise awareness of key health issues. Volunteers bring local knowledge of their communities, geographical areas and skills and expertise to mobilise people. They are supported by a team of facilitators and undergo a structured training programme to build their skills and knowledge of health issues to enable them to deliver key messages and offer support to people in their communities.

There are currently over 70 volunteers within the Change Makers network and they work on a Plan Do Study Act model to systematically test out ideas, capture learning and influence service change and development. This model would be transferable to promoting smarter choices messages and raising awareness of smarter travel options. The promotion of active travel choices is consistent with the Change Makers role to work within communities to improve health and well being, encourage people to become more physically active and ensure people are fit for work. Further information about the Change Makers community engagement model is given in **Appendix D.**

Work Package B: Community Smarter Travel Hubs

The Nottingham Urban Area bid seeks to apply a neighbourhood delivery model to the promotion of smarter choices by providing a range of locally determined smarter travel services tailored to each community's specific needs provided though a network of Community Smarter Travel Hubs as shown on the Proposals Plan in **Figure 6.2**.

The Community Smarter Travel Hubs approach will make low carbon choices easier and provide low carbon travel solutions tailored to each community's specific needs which will extend people's travel horizons and embed a culture of sustainable travel behaviour in the community. This approach is consistent with the delivery of local services at a neighbourhood level through the Joint Service Centres serving the north, central and south areas of the city described above.

This Work Package will use a local engagement and delivery model to drive behaviour change and by creating a demand for smarter choices services will support local enterprise and the third sector economy.

The community activities will be complemented by Work Package C which focuses on supporting the business sector. Close working across these work programmes will help to build links between community groups and local businesses around smarter choices providing volunteering opportunities and corporate sponsorship consistent with corporate social responsibility programmes as well as providing local solutions to addressing transport problems which constrain business effectiveness and growth.

Community Smarter travel Hub Objectives:

Develop local transport services through a neighbourhood delivery model which

- Provides a flexible and adaptable model to promoting travel behaviour change that is responsive to the particular needs and characteristics of the local area and that can be replicated in other communities;
- Gives communities a say in the prioritisation of small scale sustainable travel infrastructure improvements and interventions by working with local people to determine which local sustainable transport services they need and would use.

Support local economic development by:

- Building the capacity of local third sector organisations and provide local enterprise opportunities around sustainable transport;
- Providing local volunteering programme and capacity building/skills opportunities as a pathway to employment;
- Working with business to resolve local transport problems which constrain business effectiveness and growth.

Maintain downward trend in carbon emissions from transport by promoting the uptake of low carbon active travel options for local journeys by:

- Raising awareness of available and affordable sustainable travel options;
- Improving the confidence and safety of people making local journeys;
- Making low carbon travel options more attractive for local journeys;
- Providing a family-based approach to the promotion of sustainable travel;
- Creating a culture of low carbon travel that can be maintained beyond the fund period by a network of local community smarter travel champions.

Contribute to local health targets for achieving a healthy weight by using active travel as a starting point for improving personal health and wellbeing through the successful Decade of Better Health Change Makers model this increasing the number of people available for work.

The physical hub locations will be located in places where there is already a core offer of community and local transport services. These locations will act as the base for delivery of a range of smarter travel activities and services across the wider community. Facilities at community venues and transport interchange points (bus and rail stations, bus and tram park and ride sites) will also be developed to offer enhanced services such as smartcard top-up, journey planning, hire bikes, cycle parking, tele-presence, electric vehicle charging and access to the Citycard Cycle Club. This will extend the range of travel options available and allow people to try different ways to travel and ways to reduce the need to travel and increase the availability of information about local travel options.

However activities will not be confined to the hubs only and different services such as journey planning clinics, cycle training, community walk and bike rides, cycle maintenance classes and IT support sessions would be offered from a arrange of community venues around the area as well as from the Community Smarter Travel Hubs and satellite locations. Making services and support available in locations where people already go was an important point that came out of the community consultation during the bid development stage.

There are three critical elements required for the successful delivery of the Community Smarter Travel Hub model:

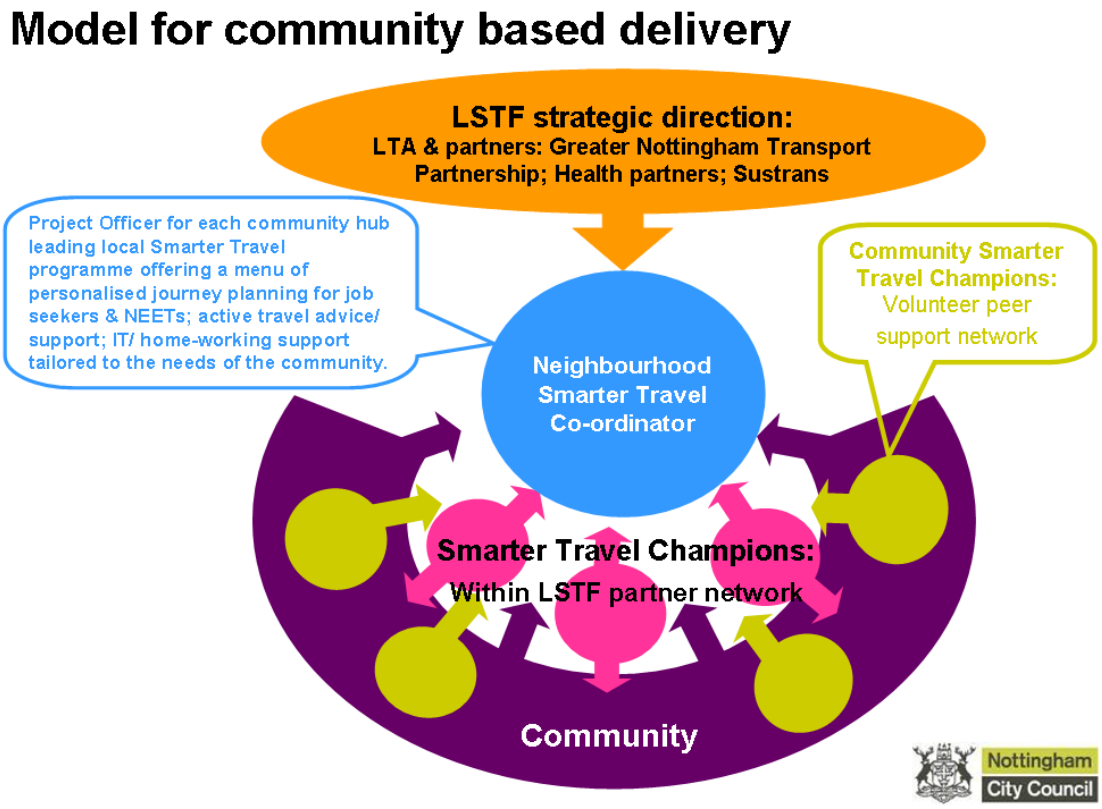
- **A dedicated Neighbourhood Smarter Travel Coordinator**
- **A local intervention budget** to commission services, events and promotions and small-scale infrastructure improvements
- **A network of Smarter Travel Champions**

Neighbourhood Smarter Travel Co-ordinator

For each area a dedicated **Neighbourhood Smarter Travel Co-ordinator (NSTC)** will be employed through a third sector organisation to achieve a change in travel behaviour towards low carbon travel options. The NSTC will be based at the Joint Service Centre or other suitable community venue but will work across the whole intervention area and provide services from other community venues and travel hubs as appropriate.

The NSTC will have a strong customer focus and will work with the community to identify specific travel barriers and needs with a particular focus on addressing barriers to accessing work and learning and promotion of active travel options for local journeys. The NSTC will carry out community engagement using social marketing principles to identify what "moves and motivates" each segment of the community to change travel behaviour to adopt more sustainable travel options/modes. **Figure 6.5** provides a schematic diagram of the delivery model.

Figure 6.5 Schematic diagram of the Community Smarter Travel Hub delivery model



The NSTC's role will be to develop an annual intervention programme of commissioned smarter travel services provided by local and third sector organisations thereby supporting local economic development and enterprise opportunities. The intervention programme will be agreed with the LSTF bid partnership through the Project Board.

Understanding of the barriers and incentives to more sustainable travel behaviour in the local community, will be developed through **community engagement** activity, along with other available evidence such as Mosaic data and other local transport and neighbourhood studies, including the second "Big Idea" survey of the travel behaviour and attitudes of individuals and business to be delivered through **Work Package C** of the Key Component programme, will be used to inform the development of an appropriate local intervention programme offering a range of locally focused sustainable travel services.

Local intervention programme

It is envisaged the locally determined intervention programme will comprise:

- **Local events and activities** to promote low carbon and active travel options, e.g cycle fun days; smarter travel roadshows;
- **Bespoke services** such as personalised journey planning clinics for jobseekers, cycle training and cycle taster sessions, route planning, bike recycling/reconditioning, ICT home support, emergency travel co-ordination/information in extreme weather events and other advice and information. It is envisaged that many of these services will be contracted from appropriate local delivery agents providing opportunities for third sector organisations and local enterprise opportunities;
- Co-ordinated programmes of locally prioritised **small-scale access and interchange improvements** to complement the Area Capital budget e.g cycle parking at bus and tram stops, and at local facilities such as GP surgeries, local shops and parks, lighting and environmental improvements on links to bus and tram stops, community tele-presence facilities.

Research has shown that disadvantaged communities need that extra level of support to use the transport network in terms of information, ticketing and travel options in order to help them to access training and employment opportunities. Merseytravel's Community Travel Teams provide travel surgeries in community locations to raise awareness of transport services and the support available to help people reach training and employment opportunities and the Community Smarter Travel Hub concept is an extension of this approach coupled with a proven local engagement model from the NHS Change Makers supported by a local intervention budget.

Community Enterprise Coaches from Business Support Organisations will be able to link in with Neighbourhood Smarter Travel Co-ordinators. This will help to:

- Facilitate better links between NSTC and the local business community;
- Feed local community business champions into the Smarter Travel Hub;
- Enable Enterprise Coaches to offer informed support to new start businesses regarding travel for business purposes, access for potential customers etc.

This will contribute to the sustainability of local businesses and the development of neighbourhoods characterised by entrepreneurialism, which are both Transforming Neighbourhoods and Working Nottingham priorities.

The RideWise cycle training organisation ran a series of Community Cycling Days as part of the promotion of the Cycling for Health initiative **(For more information about RideWise and Cycling for Health see Section 6.4 Work Package D)** which provided a series of fun activities to engage families in cycling including a range of different bikes to try, pedal powered activities such as games stations and smoothie makers and Watt bikes to test fitness and local cycle services such as Dr Bike and opportunity to meet RideWise cycling instructors. The events were developed with local community groups and promoted locally. Core to their success was having a dedicated person who was able to plan and organise the events and become a known contact for cycling in the community. Also involving local people who had already benefited from the Cycling for Health programme to volunteer to lead regular community bike rides and promote the scheme encouraged greater sign up within the community. The NSTC will provide the face of smarter travel in the communities and a consistent point of contact helping to develop an ongoing relationship with the community, community leaders and local groups.

Marketing and promotion

The NTSC's role will also be to effectively **market and promote** the services and activities within the local community supported by the Greater Nottingham Transport Partnership Big Wheel Team. An effective and targeted **Communications Plan** which applies social marketing approaches will be an essential element of the behaviour change programme. Surveys and consultations will be used to ensure the views of local people and the organisations active in that community drive priorities. Mosaic and GreenAware data and other local intelligence will be used to identify which groups are likely to be receptive to specific measures and how interventions can be packaged to influence citizens and deliver the optimum travel behaviour

change. It is expected that the NSTC will develop the use of social media as part of the offer. More information about targeting the LSTF interventions is given in **Section 7.**

The NSTC will work closely with the Greater Nottingham Transport Partnership Big Wheel Team who will provide support with branding and marketing for local awareness raising and the promotion of the local programme of smarter travel activities and services to link the local activities into the area-wide LSTF programme and ensure consistent messages. The NSTC will also work closely with the Communications Teams in the bid partner organisations and NHS Nottingham City Decade of Better Health campaign to ensure LSTF activities are co-ordinated with other local authority programmes and local health promotion activities.

Smarter Travel Champions network

Critical to the success of the Community Smarter Travel Hub will be the creation of a **Smarter Travel Champions network** to embed a culture of sustainable travel within the community and continue the benefits and impact of the LSTF investment beyond the project period post 2015.

The NSTC will work with work with existing service providers as well as working with local partners including Nottingham Community and Voluntary Service (NCVS) and NHS Nottingham City to develop a volunteer network based on the successful Change Makers model used for health promotion including providing appropriate training and support for volunteers entering the programme.

The Smarter Travel Champions volunteer network will play an active role in supporting the NSTC with the community engagement process and provide a "peer to peer" advice and support network helping to raise awareness of travel options, improve access to travel information and embed a culture of sustainable travel behaviour in the community. This approach transfers the successful Change Makers model to a travel behaviour change programme and will also complement the City Council's approach for the delivery of its Climate Change Strategy which will have locally focused action plans to promote behaviour change. This model will also be supported by British Cycling's Breeze programme to get more women cycling which is taking place in Nottingham in 2012 and 2013, which will create a network of local volunteer cycling champions. The Decade of Better Health pledge scheme promoted by Change Makers network has already identified people who would like more support with becoming more active demonstrating that there is a market in the local community for walking and cycling services and activities.

It is important that the volunteer network is developed in a way that offers participants a clear pathway to employment in terms of developing skills and providing relevant experience. NHS Nottingham City Decade of Better Health programme has developed a model for providing partner placements for ChangeMakers volunteers in partnership with Platform 51 through the Women Volunteers for Health programme. It is proposed to use this model to develop a similar placement programme with partner organisations assisting with and/or with clients benefiting from the Community Travel Hub activities, e.g. providers of personal travel planning advice and support, employment and training providers, physical activity programme providers, cycle training providers etc. The Framework Housing Association bike recycling programme described in Work Package D Active Travel Solutions provides a good model of how a smarter choices service can help to build skill levels and lead to employment opportunities for young people.

To kickstart this process it is proposed that each Community Smarter Travel Hub provides up to two placements in each year of the LSTF programme to host ChangeMaker volunteers through the platform 51 Women Volunteers for Health programme. These volunteer placements would support the NTSCs with the development of the Smarter Travel Hubs by providing additional resources and ensuring local input to the development of the Smarter Travel Hub intervention programme from the outset. It is envisaged that the placement volunteers could be involved in supporting activities around community engagement, development of local marketing and promotional materials, travel behaviour change awareness raising events in connection with the promotion of active travel as well as supporting events to recruit volunteers to the Smarter Travel Champions network.

Figure 6.6 Summary of Community Travel Hub and Neighbour Smarter Travel Co-ordinator concept

Community Smarter Travel Hubs	
Locations	**Range of services**
Primary hubs with full range of services and facilities and NSTC base: • Neighbourhood centres at Bulwell Riverside, Mary Potter Hyson Green, Clifton Cornerstone, Beeston and Arnold	**Travel Avoidance:** • Contact centre phone point • Telepresence public room
	Walking: Link and access improvements including signage, waymarking, lighting
Supported by transport hubs: • Nottingham Station Hub • Victoria and Broadmarsh bus stations • Bus and NET P&R Line 1 & Phase 2 and Pocket P&R in County area	**Cycling:** • Local infrastructure improvements: Links, signage, lighting, cycle parking •Loan bikes • Hire bikes • Cycle maintenance
Mini-hubs with tailored services: • St Anns Joint Service Centre • West Bridgford Contact Centre • Business parks e.g. Nottingham Business Park, NG2, Bleinheim • Education Hubs e.g. Universities including Clifton and Jubilee campuses, FE colleges, Haddon Park; • NUHT QMC and City campuses • Retail parks	**Public Transport:** ▪ Infrastructure and access improvements including lighting; realtime • Interchange: Cycle parking at bus stops • Smartcard development
	Greener driving: • Car share parking • EV charging • Car Club/Hire incl EVs • Taxi rank

Neighbourhood Smarter Travel Co-ordinator (NSTC)	
Role	**Range of services and activities**
Location: To be **embedded within community organisations** appropriate to each area's needs using third sector delivery agents: e.g. Renewal Trust; Meadows Partnership; NDC etc	**Smarter Choices** • Personal Journey Planning Clinics for job seekers • Advice and information re: services, routes, journeys; ticketing • Walking, cycling and public transport maps and journey planners • Smartcard top-up service
Key Responsibilities: Promoting behaviour change to reduce citizens' carbon footprints by delivering activities to support LSTF smarter travel programme. Opportunity support for delivery of NCC Climate Change Strategy area action plans.	**Active Travel (families, adults and children)** • Cycle training – individual and group instruction • Guided rides and walks • Route planning and journey buddying
	Events and activities to promote public transport, cycling and walking locally e.g Green Streets initiative
Focus of activities tailored to community needs: • Access to work and training • Low carbon travel • Active travel •Support with new technology: IT and transport	**Green technology/innovation** • ICT tele-working support • Smartcards • Charging points for electric cars and scooters
	Emergency travel co-ordination (climate adaptation response to extreme weather events)

Phase 1: Develop the first Community Smarter Travel Hub in Bulwell

Measure B1: The first Community Smarter Travel Hub will be funded through the Key Component Bid and will be based in Bulwell, at the new Bulwell Riverside joint service centre to support citizens in the north area of the City. Although the NSTC will be based at Bulwell Riverside they will work across the whole intervention area and provide services from other community venues and travel hubs as highlighted as in community consultation.

Bulwell Riverside has been chosen as the base for the first Community Smarter Travel Hub because the site is well served by public transport connections being adjacent to the stations for Bulwell NET Line One and the Robin Hood line and Bulwell bus station.

Bulwell Riverside offers customers easy, convenient and local access to City Council services, local GP Practices, NHS Nottingham City clinics and Nottingham City Homes housing services, all under one roof. The centre will include Bulwell Library, a youth centre and play centre. It will be accessible to the physically impaired and provide public toilets and bookable community spaces. The building is scheduled to be fully operational January 2012 with the official opening in March 2012.



Bulwell Riverside will provide a broad range of essential local services, which will attract a significant footfall providing the opportunity to engage with a cross-section of community including families, young people, tenants and people accessing health services and to ensure that smarter travel options are embedded within the delivery of these services. The centre offers a range of community spaces including a library and indoor and outdoor sports facilities and will provide an ideal venue for activities such as travel clinics, IT support, cycle instruction and activities.

Table 6.4 Range of services to be provided at Bulwell Riverside

Nottingham City Council	NHS Nottingham City	Nottingham City Homes (Bulwell Office)	Third Party Services
• Bulwell Library • Play Centre (Play Services) • Welfare Rights • Social Care Teams • Children Social Work Teams • Neighbourhood Management • Youth Club including:- Indoor and Outdoor Sports Facilities • Community Centre	• GP Practices • Multi-purpose diagnostic and treatment clinics • Paediatric services • Podiatry (feet) • Dietetics • Phlebotomy • Mental health services • Rehabilitation and therapy services • A range of health promotion services	• Anti Social Behaviour enquiries/complaints • Housing Advice • Rent Queries • Estate Management	• Cafe • Pharmacy

This first Community Smarter Travel Hub will be a test bed for our approach to encouraging travel behaviour change and the aim is to establish a flexible and adaptable model that can be replicated in other communities in a way that is responsive to the particular needs and characteristics of each area through the Main Bid.

Outputs for Workstream B: Phase 1

- Dedicated Neighbourhood Smarter Travel Co-ordinator embedded within the community from February 2012 – March 2015;
- Annual local events and activities programme for 2012/13 – 2014/15;
- Priorities for an annual programme of small-scale smarter choice infrastructure within the intervention area for 2012/13 – 2014/15;
- Established network of local volunteer community smarter travel champions.

Phase 2: Develop a network of Community Smarter Travel Hubs

Measures B2, B3, B4, B5: **Community Smarter Travel Hubs across the Nottingham Urban Area**

The Main Bid seeks funding to extend the model developed in Bulwell to create a network of at least four more Hubs across the conurbation, two more to serve the central and south areas of the City based at the joint services centres Clifton Cornerstone and Mary Potter at Hyson Green, one to serve the south and west parts of the wider urban area and one for the north and east parts of the wider urban area. Smaller satellite hubs would also be provided at the St Ann's Joint Service centre in the City and at West Bridgford Contact Centre. The proposals plan in **Figure 6.2** shows the proposed locations of the hubs and the community they will support.

A Neighbourhood Smarter Travel Co-ordinator would be appointed in each area and would operate out of joint service centres at Clifton Cornerstone to serve the south of the City, the Mary Potter centre at Hyson Green to serve the central area of the City and from community venues in Beeston and Arnold using the model described above. Including the Key Component Bid this would create a team of five Neighbourhood Smarter Travel Co-ordinators operating across the urban area.

Each area would have its own intervention budget to respond to locally determined priorities and address the specific barriers to smarter travel options in each community. Local marketing activities would be co-ordinated through the use of the Big Wheel brand to provide a common identity to smarter choices message across the bid area.

The benefits of the Hub approach will be improved access to employment and learning by broadening travel horizons for the local community and by providing a market for local enterprise opportunities around sustainable transport. The community bike recycling model set out in **Measure D2** is a good example of the type of activity the Community Smarter Travel Hub concept will support and promote. The network of local community smarter travel champions will help to embed a culture of sustainable travel in the community thereby sustaining the uptake of low carbon active travel options and improving health and wellbeing linked to active travel behaviour which in turn helps to ensure people are fit for work.

Measure B6: Places for People

The local intervention budgets available for each of the Community Smarter Travel Hubs will be complemented by the development of liveable neighbourhoods to create the physical environment to support walking and cycling for local journeys.

This workstream will build upon the excellent public transport network already available in the urban area by using a Manual for Streets approach to provide attractive, accessible and safe links to public transport. The core of this will be to make Nottingham a 20mph city through a rolling programme of 20mph limits in residential areas and around schools. Creating 20mph limits in residential areas is an integral part of the City Council's response to the United Nation's decade of for Road safety and DfT's Strategic Framework for Road Safety. Creating attractive family friendly neighbourhoods will encourage families to stay within the urban area enabling people to both live and work locally thereby helping to retain skills.

Creating 20mph limits in residential areas will reduce vehicle speeds and small-scale improvements to walking and cycling links will encourage healthy, active and low carbon travel options thereby contributing to the objectives of the emerging Climate Change Strategy and local health priorities. Public realm improvements on links to public transport routes and NET stations will help to reduce barriers to using bus and trams and support interchange. This workstream will help to provide the physical environment which will enable the delivery of Work Package D Active Travel Solutions.

Capital grants will also be available for schools to support the refresh of school travel plans and to make sustainable travel realistic, practical and attractive choices. Funding will be prioritised for school sites linked to new schools, school improvements and for sites where there are high levels of car-borne traffic causing local congestion which will support business efficiency. This measure will be complemented by safer routes programmes, **Measure A6** to provide journey planning and transitional travel training activities for education journeys and the programme of cycling promotion in schools in **Measure D2 Work Package D Active Travel Solutions**. **Figure 6.7** shows the location of schools and proposed phasing of roll-out of 20 mph limits in relation to congestion on primary routes.

Figure 6.7 Peak hour speeds and 20 mph limit proposals

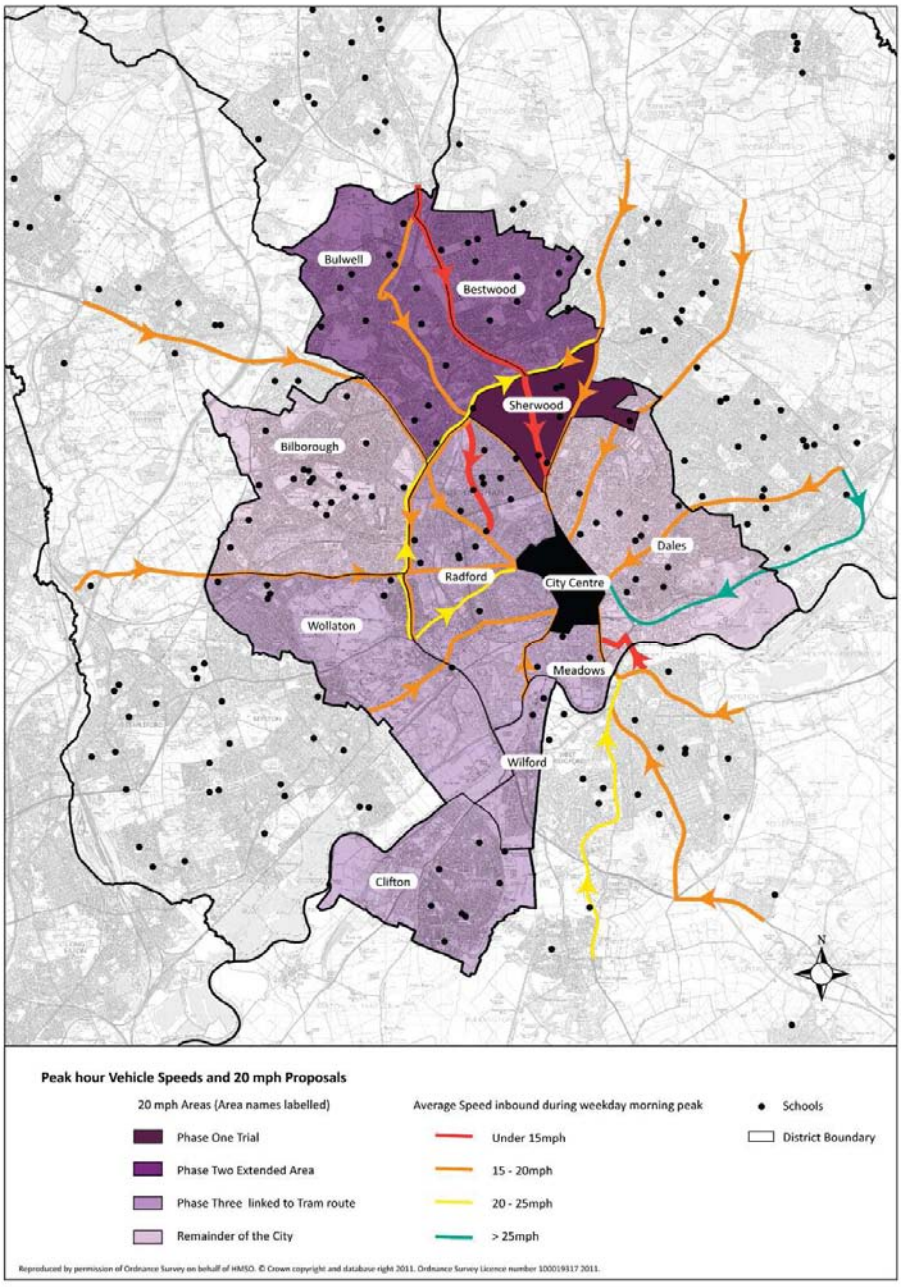


Table 6.5: Summary of Work Package B: Delivering integrated services at a neighbourhood level to create the social, cultural and physical environment to support low carbon choices and address travel barriers

B	Package element	Why	Key beneficiaries
Key Component	**B1: Pilot Community Smarter Travel Hub in Bulwell** to serve residents in the north of Nottingham (Up to 100,000 people) • Neighbourhood Smarter Travel Co-ordinators • Local programmes of events and activities to promote low carbon travel options • Develop a network of Community Smarter Travel Champions	• To pilot a new approach to community engagement on travel matters to link local people to job opportunities • To raise awareness of travel options and increase community engagement • To provide a trusted "peer to peer" travel advice network • To provide local enterprise opportunities for local business and third sector organisations • To improve skill levels by creating volunteering opportunities • To address local congestion issues	• Residents across the urban area (Target to engage up to 180,000 people = 20% of population) • Job seekers and others currently facing travel barriers • Local third sector organisations and local businesses • Aim to recruit at least 50 new individuals to become Smarter Travel Champions in their community (10 per area) and boost existing Change Makers network • Road users from decongestion benefits
Main Bid	**B2, B3, B4, B5: Establish a network of Community Smarter Travel Hubs across the urban area:** • 4 x Neighbourhood Smarter Travel Co-ordinators • Local programmes of events and activities to promote low carbon travel options • Extend the community network of Community Smarter Travel Champions		
	B6: Places for People: Small-scale public realm improvements including safer routes and 20mph limits links to public transport nodes and small scale improvements in and around schools to support school travel plans.	• To create an attractive walking and cycling environment to support travel behaviour change to low carbon modes • To reduce short local car journeys • To create family friendly neighbourhoods • To support more physical activity in everyday journeys • To reduce congestion caused by school related traffic • Road safety and public health benefits	• Residents across the urban area • Schools in areas of congestion • Local businesses near schools • Society through reduced accidents

6.5 Work Package C: Supporting the needs of the business community with smarter travel services and developing the low carbon transport network

Baseline position

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

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

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

A key message within the Invest in Nottingham campaign is based around the award winning transport network in the city. This is seen as a key advantage for businesses when locating in the city to ensure they are able to bring staff into the workplace using an integrated, multi-modal public transport network.

Workplace Parking Levy

Nottingham City Council is fully committed to introducing a Workplace Parking Levy (WPL) within its administrative boundary. All employers within the city are required to register with the scheme and charging will be introduced for employers that provide 11 or more liable parking places from April 2012. The decision remains with the employer whether to pass the charge on to employees through worksite parking management schemes. The WPL provides a unique opportunity to influence the travel behaviour of commuters and will provide a ring-fenced source of income to improve public transport including funding the local contribution to NET Phase Two. This approach has already encouraged a number of major employers to look at implementing parking management schemes for their worksites including the University of Nottingham which has introduced a parking permit scheme which factors in vehicle emissions thereby encouraging use of travel alternatives and lower emissions vehicles.

Business support activities

The Big Wheel is an award winning transport marketing campaign for Greater Nottingham. Since 2001 the Greater Nottingham Transport Partnership (GNTP) Big Wheel team has delivered an extensive programme of marketing and engagement for sustainable transport with business, partners and the public on behalf of Nottingham city Council and Nottinghamshire County Council aimed at promoting the integrated and sustainable transport system. Activities to support the business sector include managing the Big Wheel Business Club website providing a hub for sustainable travel information and travel planning resources, coordinating the GNTP Forums with the business community, developing partnerships with major leisure destinations in the urban area to market travel choices to their customers including Nottinghamshire County Cricket Club and Nottingham Forest Football Club.

Gedling Borough Council has recently launched an ECO Stars (Efficient and Cleaner Operations) Fleet Recognition Scheme. This is a free, voluntary scheme designed to provide recognition, guidance and advice to operators of goods vehicles, buses and coaches which rates operators on a scale of 1 to 5 stars according to six criteria: Fleet Composition; Fuel Management; Driver Skills Development; Vehicle Specification/ Preventative Maintenance; Use of IT Support Systems; and Performance Monitoring and Management. Advice given to operators allows them to improve their rating in each of these and therefore increase their

number of stars. The scheme acts to encourage a reduction in fuel consumption leading to reduced operating costs, reduced vehicle emissions and improved air quality. It also encourages use of further efficiency measures and serves as an extra element of competition between operators in the same area of business. Nottingham City Transport has already signed up to participate in the scheme.

Low carbon transport network

The basis of a low carbon transport network is already established through local investment in high quality bus services and NET Line One and will be further developed through the investment secured for the extension of NET Lines 2 and 3, Green Bus Funding for electric buses and Midlands Plugged in Places funding for electric vehicle charging infrastructure:

- Nottingham City Council has secured Green Bus Funding to provide electric vehicles on the Centrelink service connecting the Victoria Centre and Broad Marsh bus stations around the Nottingham city centre and for four electric vehicles on the Medilink service running along the ring road connecting the Nottingham University Hospital campuses with Queens Drive Park and Ride and Wilkinson Street Park and Ride providing interchange with city centre buses services and Line One of the tram. The City Council will be seeking to continue this approach through the third round of Green Bus Funding.
- Nottingham City Council is a partner in the Midlands Plugged in Places programme managed by Cenex. The fund aims to create a critical density of charging infrastructure in work, retail and leisure locations to support the uptake of electric vehicles. The funding secured for Nottingham will enable the City Council to extend its electric vehicle fleet, provide fast charge facilities to support the electric buses funded through the Green Bus Fund and provide public charging points at public transport interchanges (Nottingham Station Hub and Park and Ride sites) to link with bus and tram services thereby encouraging door-to-door low carbon journeys.

The cycle network is also a key part of the low carbon infrastructure in the urban area. The bid partners are working together to mainstream cycling to make it more appealing to a wider range of people through a cycling development programme that both improves the physical infrastructure and cycling environment and addressing barriers and perceptions by providing a range of training, support and promotional activities. A strategic cycle network is being established in the urban area comprising main, radial, orbital, traffic free and quiet routes to supporting commuting by bike as well as leisure cycling. For example the Big Track is a ten mile circular route using the riverside and canal towpaths. This has created a valuable recreation and leisure circuit used by walkers and cyclists linking the city and its suburbs. The Big Track also connects a number of employment hubs with the city centre and residential areas and forms part of the cycle commuter network.

This work package seeks to continue to support businesses through developing the smarter choices support, promotion and advice programme and by developing the low carbon transport infrastructure to support behaviour change to low carbon transport modes and interchange between train, bus, tram cycle park and ride and electric vehicles.

Work Package C Phase 1: WorkSmart

Measure C1: WPL scheme consultation and partner engagement outlines the strong need to support businesses during the introduction of WPL with the provision of parking management and travel planning guidance. Phase 1 will be funded through the Key Component bid will continue and enhance the Greater Nottingham Transport Partnership (GNTP) Business Club activities with a particular focus on supporting SMEs and working with businesses in response to the Workplace Parking Levy.

The objectives of this phase are to:

- Increase awareness of the benefits of sustainable travel amongst businesses, staff and visitors
- Help partners reduce the number of people travelling to their sites and for work purposes by car and achieve modal shift
- Increase involvement of businesses in shaping the project

- Attract visitors to the city by promoting the benefits of the transport infrastructure
- Keep business informed of benefits and opportunities afforded by the work package and the LSTF programme.
- Share best practice amongst businesses to encourage take up to a wider range of partners
- Increase opportunities for local people to access jobs and training and reduce carbon emissions
- Improve sustainable access to work, education, shopping, cultural and leisure facilities

This will be achieved by:
- Continuing joint working with local businesses in the development of transport and prioritising investment.
- Continuing Greater Nottingham Transport Partnership business forums, web site development, marketing, 'Big Wheel' brand development, promotions and events.
- Delivering an enhanced package of business travel support services to complement the roll out of the Workplace Parking Levy.
- Developing wider advocacy and utilising other business networks such as the Chambers of Commerce and the Federation of Small Businesses more effectively.

Consultation with business representatives highlighted the types of services businesses would like to see more of: Improved websites for business related transport information, more travel planning practitioner workshops, schemes to help finance travel plan initiatives, public transport and cycling access to employment and learning sites; a travel avoidance package based on ICT facilities such as video-conferencing which will also help to generate more business; opportunities to propose local improvements to the retail and visitor offer, tools to assist companies and individuals audit their travel carbon footprints; cycling support.

In response to this the GNTP Business Club activities will be expanded by:
- Further developing web based resources and co-ordination of online journey planning tools and travel information road shows;
- Providing a presence at mobile travel centre/road shows providing smartcard issuing and top-ups at business and industrial parks outside the city centre, provision of information and targeted travel advice;
- Developing smarter travel services to support employees of WPL liable organisations who give up their parking space including cycling support packages and grant support for small-scale smarter travel infrastructure improvement at worksites.

The delivery of an enhanced package of business travel support, will add value to Working Nottingham's support package for businesses, with the potential to demonstrate high growth, including the development of green energy solutions for business growth. This will be built into the Growth 100 Strategy and a Business Travel Support section is to be included into the proposed Single Business Gateway website, which will be a one-stop-shop for all businesses looking for business support for growth and start up in the Greater Nottingham Area, following the closure of the Business Link service in its current format.

Support for companies on developing a workplace travel plan would also be attractive to businesses that operate within the Low-Carbon Technology sector as well as businesses that have an active environmental Corporate Social Responsibility programme – they would be able to tie the green travel into initiatives such as energy efficient buildings, low carbon energy provision through the District Heating Network and others.

Work Package C Phase 2: Developing the low carbon transport network

The Main Bid seeks funding to support the GNTP Business Club activities by developing the low carbon transport network with a focus on supporting business needs. The LSTF funding in conjunction with the LTP3 will enable Nottingham to accelerate the delivery of its 20% carbon reduction target for transport by providing investment to kickstart the decarbonisation of local transport as well as improving air quality and reducing congestion.

There are five complementary strands to this work package:

- C2: Developing low carbon public transport
- C3. Cycle infrastructure development
- C4: Smarter choices infrastructure at transport, employment and community hubs
- C5: Eco driving support programme for business
- C6: Establish a City Car Club

Measure C2: Developing the low carbon public transport by providing electric feeder buses to link with NET tram services. The Medilink and locallink services have been prioritised for support through the LSTF bid. These services are particularly important in filling in gaps in the commercial network serving major employment centres and linking local communities to jobs. These services are shown on the proposals plan in **Figure 6.2**.

- **Medilink** operates in partnership between Nottingham University Hospital Trust and Nottingham City Council and provides a free 10 minute frequency service from 08:00 – 18:00 Monday to Saturday between Queens Drive Park and Ride, Queens Medical Centre campus, Wilkinson Street Park and Ride and the City Hospital campus along the ring road. The service connects with NET Line One at Wilkinson Street. This extremely popular service used by staff patients and visitors to the hospital was established seven years ago and now carries 1.4 million passengers per annum, around a half of which are staff. (The two hospital campuses served by the route employ over 12,000 staff). Green Bus Funding has been secured to purchase four electric buses but an additional six vehicles are required to meet the full peak requirements and provide an entirely electric fleet on this service. LSTF funding is sought for the additional purchase costs of these six vehicles above the diesel equivalent. There is potential to expand this service to Clifton when NET Phase Two opens at the end of 2014.
- **Clifton Localink L2** (serving Silverdale, Clifton, Ruddington, West Bridgford to Gamston) and **Bulwell Localink L6** (serving Bulwell, Bulwell Hall. Morrisons): These are existing linkbus services which complement the commercial network to improve access to work, health, education and shopping in the district centres of Clifton and Bulwell, locations for two of the five Smarter Travel Community Hubs. L6 also provides a lunchtime service between Bulwell Bus Station and Bleinheim Indutrial Estate. These services support integration with the wider transport network and by reducing walk and journey times making public transport an attractive alternative to the car thereby reducing congestion. These two routes provide a demand responsive section on request to help those who may find it difficult to get to the bus stop. The services are currently operated by Nottingham Community Transport. Funding is sought for the additional purchase costs of four vehicles above the diesel equivalent. Again there is potential to expand the L2 Clifton service when NET Phase Two opens.
- Regular peak employment connections are provided by **Worklinks 1, 2, 3 and 4** connecting the City Centre tram, train and bus stops to the industrial areas off Queens Drive to Castle Marina, Crossgate Drive, Lenton Lane and Boots/Imperial Tobacco, to Glaisdale Industrial Estate and Nottingham Business Park. Additional revenue funding is currently being sort to extend the Worklink 3 service to Bilborough College and Phoenix Tram stop. These services combined with the Medilink and Localinks offer a range of peak and off peak connections, enabling efficient inter-working and reducing the total number of electric buses required. All services operate out of depots in Sherwood where the appropriate charging and servicing equipment is being installed as part of an existing Green Bus/Plugged in Places funded bid.

C3. Cycle infrastructure development

This strand will provide funding to fill in gaps in the cycle network to improve access to work. It is not possible to serve every destination cost effectively by public transport and cycling is a low cost travel option which makes it accessible and affordable, particularly for young people with the potential to greatly reduce journey times. The approach is to improve cycle corridors to key employment sites, improve cycle links and infrastructure in neighbourhoods and to develop interchange hubs with public transport. The key cycling proposals are shown in **Figure 6.8.**

- **Cycle corridors:** A strategic cycle network has been established in the Nottingham Urban Area based on main radial, orbital, traffic-free and quiet routes for commuters and leisure cyclists. The Main Bid seeks

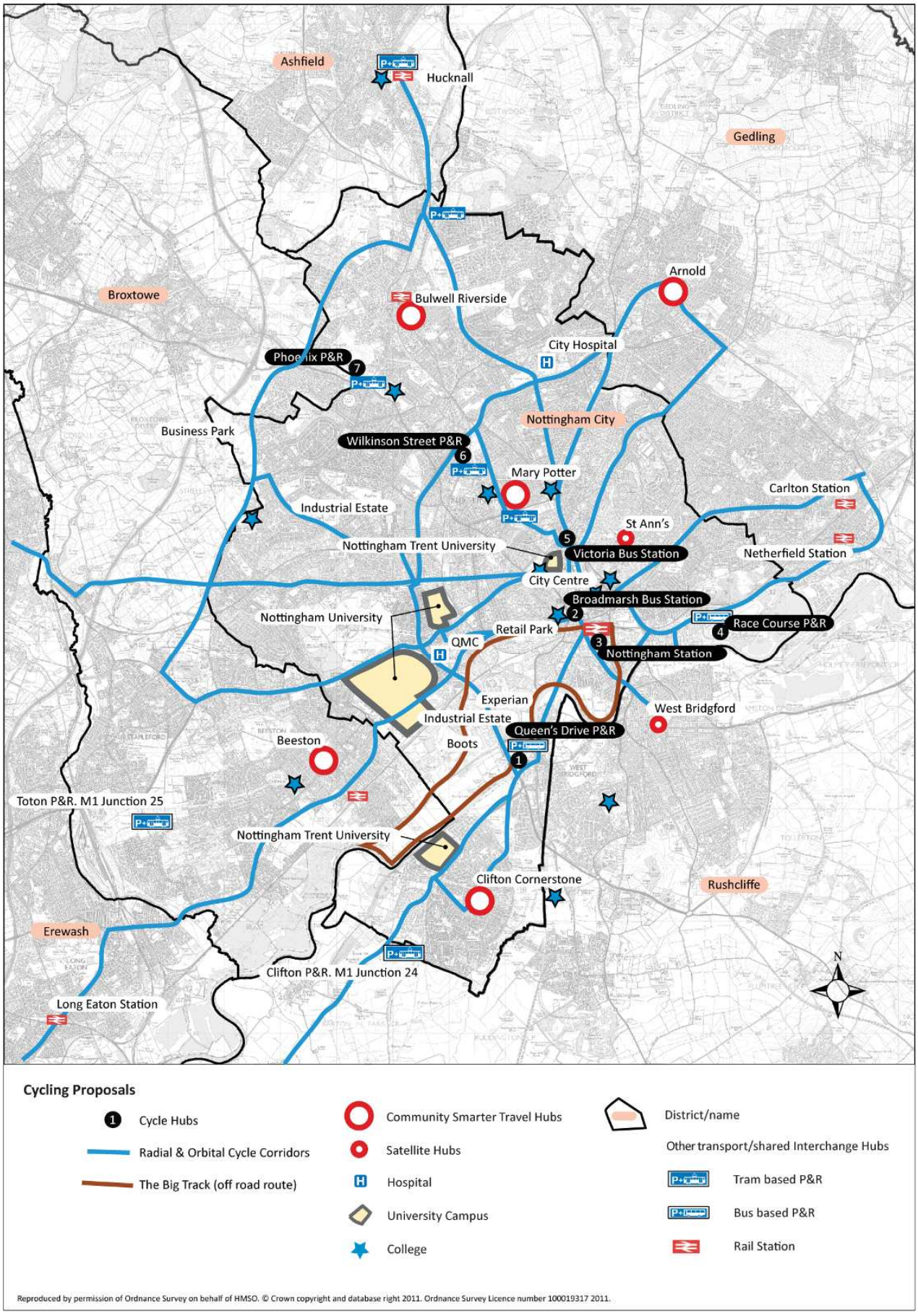
funding to extend this network with additional main radial and orbital routes to support people commuting by bike to key employment and education locations. There will also be support to expand the development of the exemplar Ucycle programme to further education establishments (Work Package D Measure D1 Phase 1 Key Component Bid). This programme would include improving cycle facilities along key routes and co-ordinating improvements with bus priority schemes including exemptions for cyclists in bus lanes.

- **Neighbourhood infrastructure:** As well as developing the strategic cycle network it is important to improve cycle facilities in neighbourhoods with a programme of small-scale schemes such as signing, advanced stop signs and junction improvements combined with a programme of cycle parking facilities at neighbourhood locations such as district centres, shopping areas, community facilities, medical centres etc. This programme of works is carefully coordinated and consulted upon with the local cycle activist group Pedals to draw on their local knowledge and ensure best value is achieved across the City, on routes cyclists most want to use.
- This will be complemented by the **development of cycle facilities at interchange hubs** to support integration with public transport including further implementation of cycle parking at bus stops (following a successful trial on two key bus corridors) including CCTV, developing the facilities at Nottingham Station Hub and at Park and Ride sites including the next phase of the Citycard Cycle Club being piloted through Work Package A Phase 1 (Key Component bid).
- **Citycard Cycle Club:** A cycle hire scheme to provide link Park and Ride sites to employment sites off the bus/tram routes (literally park and 'ride') is being established through the Key Component funding (Measure A3; Multi-modal integration). Cycle hire will be available through the smartcard using card activated docking stations at transport hubs (Park and Ride, bus and rail stations). Docking station or card activated cages will be provided at employment hubs participating in the scheme. Secure smartcard activated cycle cages will also be provided at all sites for those who want to use their own bikes instead. The first phase of the scheme will be to connect all the Park and Ride sites, the second phase will extend to other transport hubs including local rail stations and key bus stops. Lincolnshire County Council is looking to complement the scheme to support commuters travelling between the Nottingham and Lincoln areas. The Hub locations will be complemented by a high standard of cycle infrastructure on the highway between the Hubs and key destinations.
- This work stream will also include the development of the **suite of maps and cycle journey planning information** under the GNTP Big Wheel brand building on the information updated for Transport Direct including providing bespoke maps for employers, visitor venues and education establishments. This will be supported by the hugely popular Nottingham cycle map, which has recently been updated and endorsed by Sustrans and the local cycle group Pedals. The programme will be supported by stronger promotion along key routes and in neighbourhoods with localised maps and the offer of free cycle training and support.

Table 6.5 Citycard Cycle Hire Scheme: Linking Employment Hubs to Transport Hubs

Hub 1: Queens Drive Park and Ride Boots, Imperial Tobacco, Harrimans Lane/Abbeyfield Rd, Lenton Lane (Games Workshop, Nottingham Uni), Queens Dr, Crossgate Dr, NG2, Castle Marina, Queens Medical Centre Nottingham University (main campus), University Science Park Nottingham Trent University Clifton Campus, City Centre **Hub 2: Broadmarsh Bus and Coach Station** Castle Marina Trent Bridge Meadow Lane Island Site **Hub 3: Nottingham Station/NCC Loxley House** Castle Marina Trent Bridge Meadow Lane Island Site	**Hub 4: Colwick Racecourse P&R** Daleside Road employers, Colwick Ind Estate Lady Bay Retail Park, Meadow Lane Island Site (City Centre) **Hub 5: Victoria Bus Station** South of the City Centre Meadow Lane Castle Marina NG2/Queens Drive **Hub 6: Wilkinson St NET Line One P&R** Nottingham University Jubilee Campus Clarendon College City Hospital **Hub 7: Phoenix NET Line One P&R** Nottingham Business Park, Bilborough College

Figure 6.8 Cycle infrastructure proposals



C4: Smarter choices infrastructure at transport, employment and community hubs

This strand provides measures to help businesses to benefit from the investment in the low carbon network:

- A small-scale infrastructure grant scheme for businesses to fund on-site facilities to support the use of low carbon travel options such as real-time displays, cycle parking and additional electric vehicle charging within worksites. This will complement the delivery of **Measure C1: WorkSmart** business support package.
- Development of the network of electric vehicle charging at transport, employment and community hubs building on the investment provided through the Midlands Plugged in Places programme. The strategy for supporting electric vehicles in the urban area is to support interchange with public transport so providing a low carbon travel option for longer distance travellers for whom public transport or cycling are not suitable travel options. To boost the uptake of electric vehicles in the urban area and increase the use of low carbon options for the delivery of local services in the bid area this will be supported by a trial lease of electric vehicles out of the Community Smarter Travel Hubs.

The development of initiatives such as trials for electric vehicles for businesses could also prove attractive for companies that operate in the low-carbon vehicle sector to locate into the city should they see a potential market place for expansion here. The attraction of businesses or projects could also create jobs in these key growth industries within the city, contributing to a higher skilled population, the development of a green technology cluster and more sustainable employment and SME start-ups.

C5: Eco driving support programme for business

To date GNTP Business Club activities have focused on promoting smarter choices alternatives to the car. There is currently a gap in the GNTP offer regarding the promotion of eco-driving and green fleet management. LSTF funding is sought to address this by establishing a support programme for businesses in the urban area which focuses on improving driving techniques to maximise fuel efficiency and make carbon savings and supporting greener fleet operations. There are two elements to this workstream, the first is aimed at fleet operations and the second focuses on employee business travel.

It is proposed to build on the **ECO Stars scheme** being piloted in the Gedling area and extend this offer to across the Nottingham urban area targeted at major employers with significant fleet operations. How the ECO Stars Scheme works is outlined in Fact Box 6.1.

Fact Box 6.1 ECO Stars Fleet Recognition Scheme

The ECO Stars (Efficient and Cleaner Operations) Fleet Recognition Scheme is a free, voluntary scheme designed to provide recognition, guidance and advice to operators of goods vehicles, buses and coaches. It rates operators on a scale of 1 to 5 stars according to six criteria which they can then use in their advertising and publicity.

1. Fleet Composition Operating newer, 'cleaner' vehicles, with higher Euro engine emission standards and on-board technology to minimise engine idling and to monitor fuel consumption and driver performance - all helping to drive down fuel use and minimise vehicle emissions.

2. Fuel Management Fuel management programme measures could include having a 'fuel champion' appointed, monitoring fleet and individual vehicle level fuel consumption, annual litres of fuel consumed and annual fuel spend, as well as implementing mechanisms to raise awareness of the importance of fuel as a precious resource within the operation.

3. Driver Skills Development Driver skills development and performance management measures could include training in safe and fuel efficient driving techniques (Eco-driving), driver fuel incentive schemes, driver performance league tables, monitoring of individual driver mpg.

4. Vehicle Specification / Preventative Maintenance Robust vehicle specification processes would include ensuring that the most appropriate vehicle is specified for the planned task – making sure each vehicle is 'fit for purpose' and that vehicle 'whole life costings' have been taken into account to look at the future projected operating costs, in addition to the original purchase or lease price. Preventative maintenance ensures operational efficiency on an

ongoing basis, ensuring tyres are correctly inflated, rips and tears on curtains are repaired and aerodynamic styling equipment is correctly adjusted.

5. Use of IT Support Systems Operational support systems could include the use of IT to maximise vehicle and driver efficiency and minimise fuel consumption, such as routing and scheduling software or other telematics systems, including driver and vehicle performance monitoring equipment to identify over-revving, harsh braking, harsh acceleration and excessive idling time.

6. Performance Monitoring and Management Performance monitoring and targeting systems can include the use of key performance indicators (KPIs) to record and report efficiency for a wide range of aspects of your operation, from MPG for individual vehicles, through to fuel used per drop, annual fuel consumption and target annual savings. Systems will have robust processes for collecting, analysing, cleansing and interpreting data, as well as setting and reviewing targets on a regular basis.

The fleet composition metric gives the body of the 1 to 5 star rating (you can also rate each vehicle 1-5 in its own right) and additional evidence of other metrics boosts the overall rating. Advice given to operators allows them to improve their rating in each of these and therefore increase their number of stars.

This will be complemented by a **Workplace Challenge initiative** providing a business advice and support programme coupled with a high profile workplace challenge targeted at major employers with significant grey fleet operations. This initiative will be designed to raise awareness and share good practice of greener driving as well as travel alternatives to employees. How the Workplace Challenge will work is outlined in Fact Box 6.2.

Fact Box 6.2 Workplace challenge to reduce carbon emissions and fuel consumption
The focus of the challenge will be to promote sustainable travel and ensure behavioural change of consumers in Nottingham with a minimum of 5 major organisations. Ultimately the aim is to establish behavioural change for the consumer to continue after the project, with the materials and tool kits available to each participant once the project has ended. Continued support through project partners would also be available after the initial engagement. It would be relatively simple for the participant organisation to carry on this model with future employees, and would be championed through a key contact internally. This could eventually lead to a sustainable travel champion within the organisation to continue the development in the workplace.

The length of the project with each organisation will last four weeks in total. An initial survey will be done to determine the needs of the consumers. A key contact will be highlighted at each organisation to champion continued support and engagement, with the strong support of senior management. A travel log will be used to map commuter routes, activity, and mileage to set a benchmark. This will be updated weekly, and it is vital that the key contact is proactive in this area. Each member will then be asked to fill in a pledge form, making changes to their travel habits which are appropriate. Organisations that are already working towards or have in place a travel plan would be an added bonus. This would allow us to set the benchmark much earlier and influence behavioural change.

The programme would engage large numbers of consumers engaged in a variety of ways.

- PR activity and direct marketing – target high end users
- Advice forums /workshops – minimum 2 events per organisation
- Workplace challenge – 5 internal challenges, and 1 overall challenge. Minimum 200 members per organisation
- Online tool kit and advice line – 1000 per quarter
- Smarter driving targets - 5 days of training per quarter. 180 lessons in total.

C6: Establish a City Car Club

Car Clubs have proved very successful in the USA, Canada, Germany, Switzerland and Holland. Since 2000, the UK car club market has grown rapidly in London, UK core cities and other locations. Nottingham is the only core city which still does not have a City Car Club and the Main Bid seeks funding to provide start-up funding to establish a Car Club for the Nottingham urban area as part of the wider integrated sustainable transport network.

A Car Club provides its members with flexible access to the 'hire' of a vehicle. Vehicles are parked in reserved parking spaces, close to homes or workplaces and can be used, and paid for, on an hourly, daily or weekly basis. Car Clubs provide significant opportunities for reducing single occupancy car use and are a proven method of reducing the number of miles undertaken in private vehicles and encouraging people to walk, cycle and use more public transport. Members typically drive around 5,000 less miles per year than non car club members with access to a private vehicle and each car club vehicle takes 24.5 privately owned vehicles off the road (Car Plus, 2011).

A Car Club removes the need for people to own their own car and frees people from all the fixed costs associated with car ownership that act as a deterrent to people using other transport options for their journeys. Freed from the costs of car ownership, Car Club members are able to the select the transport mode which offers them the best solution for the journeys they want to make from the full range of transport options on offer. It also provides people with access to a range of different types and sizes of vehicles providing the flexibility of having access to a car that is suited to the journey purpose.

Nottingham City Council commissioned a feasibility study for establishing a Car Club for the Nottingham Urban area. The feasibility study identified that Nottingham already has many of the key elements in place required for the successful operation of a Car Club including:

- Strong brand and marketing through the GNTP Big Wheel brand;
- Good local partnerships with employers, developers and transport operators through the GNTP;
- Citycard smartcard in place and Integrated ticketing being developed through the Key Component bid;
- Strong sustainable transport network to support car club vehicles in place through public transport offer and proposals to improve integration between modes and provide interchange at transport hubs;
- Growth in public transport patronage;
- Powers to implement and enforce Traffic Regulation Orders to support on-street car club parking bays;
- Project growth through Growth Strategy, Growth Point and Science City designations;
- Fleet of local authority vehicles for use as or to replace with car club vehicles and demand growing with consolidation of Nottingham City Council services to a single site at Loxley House;
- Interest from other local partners including Nottinghamshire County Council and other major employers.

The feasibility study recommended the most appropriate operating model for a Car Club in the Nottingham Urban Area would be to set up a Car Club targeted at large employers in the Nottingham urban area and city centre residential areas. To achieve this start up funding is required to establish the scheme in the first year of operation. The study estimated that a Car Club is likely to cost between £10,000 and £30,000 in the first year, and bring in revenues of between £10,000 and £34,000 in the second year, depending on the extent of the scheme and the amount of uptake.

The Main Bid seeks funding to move forward from the feasibility stage by preparing a business case for this option, consulting with prospective project partners and provide start up funding for traffic management costs and to provide car club vehicles in key hub locations.

Establishing a City Car Club in the urban area will provide the benefits to the area in terms of modal shift and reducing CO_2 levels from transport and to different user groups including developers encouraging local investment and to participating businesses providing cost savings. The benefits to the different users are summarised in **Table 6.6** below.

Table 6.6: Benefits of a Car Club
Area wide benefits
• Reduced private vehicle mileage of 33% per user (60 -70% for those that dispose of a car) • Increased levels of public transport use (47% in San Francisco) • Increased levels of walking and cycling (28% in Bremen) • 40-50% reduction in transport related CO2 (per member) • Each car club vehicle replaces on average 6 privately owned cars • Reduces land take for car parking • Helps to support local economies • Fewer vehicles on the road reduces congestion, pollution and improves safety
Benefits for employers of corporate car club membership:
• Effective use of vehicle fleet, available for business during office hours, social purposes out of office hours • Saving against average costs of pool vehicles ~ £1k p.a. per vehicle • Savings against staff required to bring and use their own vehicles for work • Outsource management of pool cars with account managed on their behalf • Reduce onsite parking demand from staff who require vehicles during the day for business trips • Re-allocate land used for car parking to more economic business functions Data provided by Car Plus estimates the possible scale of savings for different sized employers to be: • Self employed, assuming one car = £2,250 p.a. • Small to medium sized enterprise, assuming five cars = £11,250 p.a. • Large employer at single site, assuming 15 cars = £33,250 p.a. • Large employer with multiple sites, assuming 100 cars = £225,00 p.a.
Benefits for commercial property developers from a car club
• Enables high density/low parking housing • More usable space on site (Bristol experience - 33% larger house and garden) • Can help to unlock constrained development opportunities • Tangible Section 106 contributions • Marketable benefit for new residents
Benefits for members of a car club
• Saves money, hassle, & local environment • If driving <6,000 miles p.a. = saving of £1,000 to £3,500 p.a. • Maintain the use of a new, clean vehicle • No maintenance, tax, servicing, fuel costs or insurance to worry about • Vehicles available when required at a suitable location • Improved access to services and social inclusion for households with no access to private vehicle

Table 6.7: Summary of Work Package C: Supporting the needs of the business community with smarter travel services and developing the low carbon transport network

C	Package element	Why	Key beneficiaries
Key Component	C1: Continuation of GNTP activities and expansion of GNTP Business Club including: • Improve web-based business transport information; • Workshop and forum events; • Cycling support packages; • Grant support for small-scale infrastructure improvements at worksites • Carbon footprint audit tools	• To support local economic development by increasing access to jobs and training • To reduce the carbon footprint of commuter and business travel • Provide more tailored services to meet the different needs of large and smaller employers • To share best practice amongst businesses to get wider take-up of smarter business travel • Optimise travel behaviour change alongside introduction of WPL in the City	Businesses and employees in the Nottingham urban area will benefit from: • Reduced congestion • Reduced carbon from business related travel • Improved access to employment by increasing awareness of travel options • Road users through decongestion benefits
Main Bid	**C2: Provision of electric vehicles** and infrastructure for Medilink and Locallink buses.	• Building on investment through Green Bus Fund and Plugged in Places • Extending low carbon transport benefits of tram network • Meeting Energy Strategy objectives and helping to deliver carbon reduction targets ahead of target	• Greening the link bus network supports access to employment and key services for community and businesses
	C3: Cycle infrastructure and development	• Supporting multi-modal integration • Providing affordable low cost travel option for commuter journeys improving access to employment • Providing the infrastructure to support Work Package D Active Travel Solutions	• Making cycling a safe and attractive option for commuters on low incomes • Businesses - Improving health and well being of employees through active travel reduces staff sickness levels • Road users through decongestion benefits

C	Package element	Why	Key beneficiaries
Main Bid	**C4: Provision of smarter choices infrastructure** at employment and community hubs including electric vehicle charging	• Supporting multi-modal integration and increasing transport offer available through the smartcard • Building on investment through Plugged in Places • On-site smarter travel improvements and facilities will assist businesses to benefit from the investment in low carbon transport network and complement Measure C1	• Local businesses and employment hubs • Support local market for green technologies and create job opportunities in green technology sector
	C5: Eco driving support programme for businesses targeting major organisations providing advice, activities and workplace challenges around energy efficient driving, fleet management and low carbon vehicles.	• Extending good practice developed through ECO Stars accreditation scheme • Filling a gap in GNTP Business Club services provided through D1 • Supporting greener fleet and business travel will maximise fuel efficiency helping to deliver carbon reduction targets ahead of target	• Businesses in the urban area will receive support to reduce the carbon impact of their transport needs • Employees at participating businesses
	C6: Establish City Car Club for the urban area	• All the key ingredients for success are already in place in the Nottingham Urban Area. • Will reduce private vehicle mileage with corresponding CO_2 reduction • Will widen smarter choices offer	• Cost and efficiency savings for corporate car club members • Cost savings for individual car club members • Commercial developers through enabling higher density developments/ reduced parking requirements

6.6 Work Package D: A comprehensive programme of active travel solutions to make walking and cycling the norm for local journeys

Baseline position

There is already a range of mainly independent and small-scale activities and programmes to promote cycling and walking in place across the bid area and many of these individual schemes represent good practice locally and nationally. However each of these programmes is under-funded and not promoted across all communities, especially those with high levels of unemployment. The partnership and active travel delivery partners could deliver more, be more efficient, target employment and support each other if a cohesive programme of active travel interventions was developed. A comprehensive active travel programme would better meet the needs of communities and businesses across the Nottingham Urban Area.

Local data shows that there a prevalence of overweight and obesity in the population of the urban area and so a community-wide approach to needed to promote active travel options. The Decade of Better Health promotion campaign has identified that 28,000 citizens need to exercise more. Increasing physical activity in children and adults is vital to tackling obesity. Evidence shows active travel such as cycling reduces risk of cardio-vascular disease by 50% and gives a fitness age 10 years less than actual age hence increasing life expectancy. Promoting active travel for local journeys and commuting will help people to increase their recommended daily levels of physical activity and is a key component of the City's Healthy Weight Strategy as well as contributing to achieving the Sustainable Community Strategy targets. No economy can afford the healthcare costs associated with unhealthy lifestyles. Improving the health levels of the local population will ensure people are fitter for work and thereby more able to contribute to the local economy.

There has also been some investment in cycling infrastructure to create cycle commuter routes and improve facilities for cyclists across the urban area including the cycle parking at the Station Hub. Work Package C proposes to develop the cycle network further by investing in improvements to the commuter cycle corridor network and cycle links and facilities in neighbourhoods and at interchange points. The Active Travel Solutions Work Package will maximise investment benefits by mainstreaming walking and cycling as the obvious option for short and medium length journeys. This will also be supported by the investment in small scale neighbourhood improvements through Work Package B to provide improve local walking and cycling links, cycle parking, pool cycles and hire bikes at community hubs.

Active Travel Solutions Work Package proposes a programme of measures designed to create a culture of walking and cycling for local journeys in the Nottingham Urban Area . This will which build on the local good practice already established in the Nottingham area through the RideWise cycle training organisation, including the Department for Health funded CHIPPS Cycling for Health regional pilot, work with Sustrans on the Ucycle Nottingham initiative in partnership with the universities and the hospital, the community bike recycling scheme run by Framework Housing Association and the work with schools on cycle training, travel planning and the award winning Footprints walking campaign. The programme also draws on good practice from elsewhere in the UK developed through the Cycling Towns/City and Healthy Towns/City programmes and by Sustrans such as BikeIt and the work at Tower Hamlets.

A comprehensive approach will deliver multiple benefits:

- Cycling offers an affordable low carbon travel option supporting those on low incomes back into work;
- Social and leisure cycling activities such as community and group rides are an ideal stepping stone to build confidence and to encourage people to take up cycling for commuting and other journeys;
- Walking and cycling are non-polluting and reduce congestion;
- Developing cycling skills and providing a positive cycling experience for children and young people means they are more likely to continue cycling as adults;
- Active travel as part of a healthy lifestyle improves health and wellbeing and there is a positive correlation between an individual's health and their economic productivity and ability to participate in society;

- Becoming involved in community smarter travel activities such as cycle instruction, walk and ride leaders, cycle maintenance helps to build up skill levels and creates opportunities for local third sector organisations.

Phase 1: Developing active travel partnership working

D1: Ucycle Nottingham

Phase 1 to be funded through the Key Component bid focuses on maintaining and extending active travel partnership working. The Ucycle Nottingham project developed in partnership with Sustrans, Nottingham City Council, GNTP, Nottingham University Hospitals Trust, Nottingham Trent University and the University of Nottingham, initially funded through Cycling England's Finding New Solutions programme, was launched in September 2009. The project provides a range of activities including infrastructure improvements on and between campuses, events and activities to raise awareness of the benefits of cycling. Free training and bike buddying is offered to staff and students. Over two years around 7,000 staff and students have been engaged and encouraged to cycle more through a series of training sessions, providing 460 loan bikes for students and information road shows. Initial evidence shows cycling has increased by over 50% within the partner organisations.

Nottingham has a significant student population with the area becoming home to an additional 60,000 young people aged 18 to 25 during term time. Ucycle promotes active travel to young adults at a time when many of them are living away from home and become responsible for their own travel behaviour for the first time. Creating a positive cycling experience for this group at this point in their lives will help to establish low carbon and healthy travel behaviour for the rest of their adult lives as well as providing an affordable and flexible option for intercampus journeys and reducing the impact of student car parking in the older areas of the City and suburbs of Clifton and Beeston which were not designed to accommodate multi-car households.

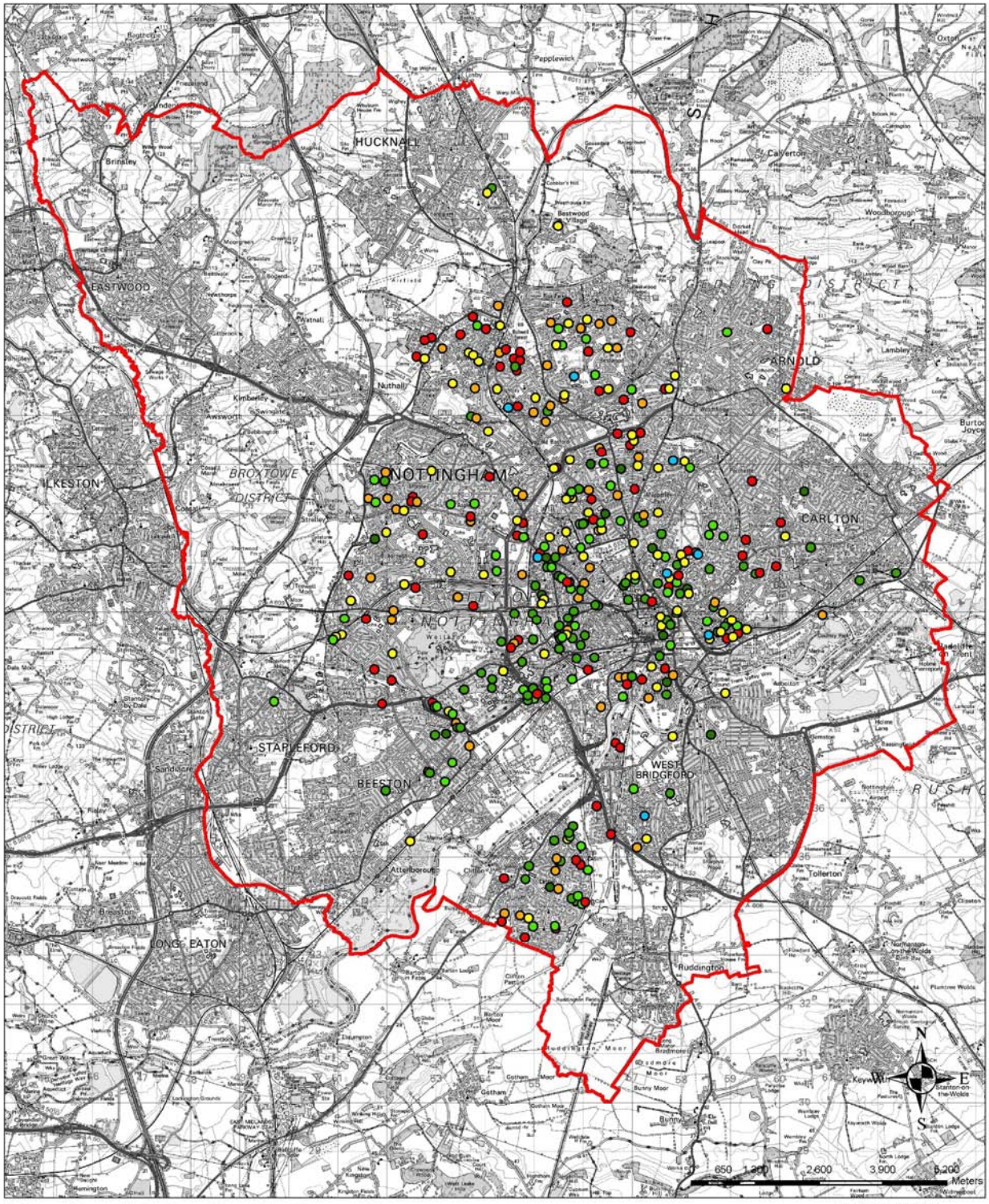
The Key Component bid has secured funding to continue the delivery of the Ucycle Nottingham at the two universities and the hospital for 2011/12 onwards and extend the concept to the Further Education colleges. The Further Education colleges are receptive to this approach as it will help address travel barriers and provide an affordable travel option for those students no longer in receipt of travel support due to the recent changes to Education Maintenance Allowance. Almost 50% of young adults in the City attending college are eligible for EMA so this is a significant group which would benefit from the Ucycle Nottingham cycling support package. Data from the National Healthy Survey for England indicates that providing incentives to increase cycling by this age group may help engender active living and contribute to reducing the decline in physical activity as people get older, particularly amongst men.

Phase 2: Active Travel Solutions

The Main Bid seeks further funding for Phase 2 to develop a co-ordinated community-wide cycle training and support programme to develop an active travel culture. The proposed programme consolidates a number of existing programmes into a single cohesive approach to promoting cycling at a community level to create a buzz around cycling. The programme will provide a range of activities and services suitable for young children, young people, adults and families using a schools, families and community approach to increase the impact of existing good practice and uptake of cycle training in schools. This programme would be complemented by the cycle support package for business funded through **Work Measure C1**. **Figure 6.10** shows the target audiences, the delivery partners and the outcomes for each element of the programme.

The Active Travel Solutions programme would also support a programme of community walking programmes through the Decade of Better Health campaign. Encouraging walking is an important stepping stone to adopting more active lifestyles. The Decade of Better Health pledge scheme identified people who wanted support with becoming more active and those who pledged to walk more. These people would be responsive to the Active Travel Solutions programme. **Figure 6.9** shows the distribution of people making Decade of Better Health pledges for becoming more active.

Figure 6.9 Decade of Better Health Pledges "I am going to seek help to become more active" by age group



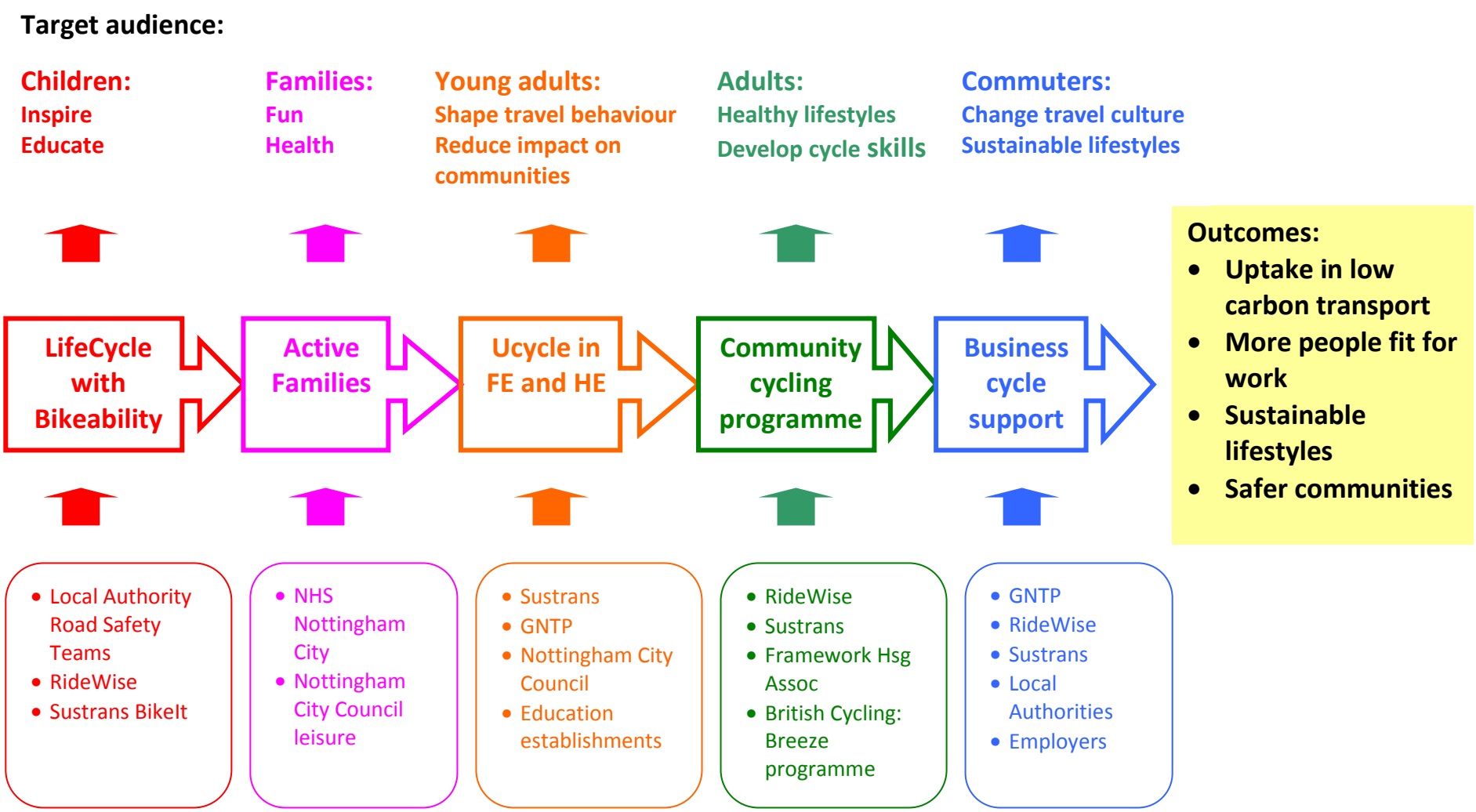
Scale: 1:100,000

Decade of Better Health Campaign
Change Makers' Pledges in the Nottingham Urban Area
"I'm going to seek help to get more active" (505 pledges)

- 0-18 years
- 19-25 years
- 26-35 years
- 36-45 years
- 46-55 years
- 55+ years
- Age not given
- Nottingham Urban Area

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Figure 6.10 Community Cycle Programme



This programme will be complemented by locally prioritised small-scale infrastructure improvements delivered through the Community Smarter Travel Hub local intervention budgets and a programme of 20mph limits and safer routes to schools and other local services to create a safe and attractive walking and cycling environment in local neighbourhoods to be delivered through Work Package B and improvements to the cycle network and cycle interchange with the public transport network in Works Package C to support the development of a low carbon transport network.

Providing a network of support and promotion to engage all sectors of the community with a wider range of activities taking place in schools and communities all targeted at children, families and individuals will create a pathway to more active travel for the novice and casual leisure cyclist through to cycling becoming part of everyday travel for commuting to learning and work and other local journeys.

The cycle promotion package for business will be delivered through the **Measure C1 WorkSmart** and will have significant benefits for employee health and well being contributing to reduced employee absence, reduced congestion, reduced demand for parking and reduced travel costs for employees.

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

This approach will also support local third sector and voluntary organisations by creating a market for active travel services such as cycling instruction, route planning, loan bikes, walk and ride leaders, cycle maintenance, bike recycling as well as creating a larger pool of individuals to become the employed and voluntary ride leaders and instructors of the future. The Sustrans programme at the Oceans Estate in Tower Hamlets shows how using cycling as a basis for community activities can develop into a self-supporting programme.

D2: Co-ordinated community cycling programme

The first key aspect of the programme is to encourage take up of cycling in the community: The Main Bid seeks funding for to boost the programme of community wide cycle training and support activities promoted through the Community Smarter Travel Hubs. It is proposed to provide free cycle instruction and support targeted at adults in areas of high unemployment. This programme would fund training for up to 200 individuals per annum (totalling 500 people over the life of the programme) through a combination of one-to-one training and group training activities. In areas where the demand exceeds this level additional training provision could be bought in through the Community Smarter Travel Hub local intervention budgets for each area.

In addition to cycle instruction the programme would also provide a complete cycle support service comprising, groups rides for beginners, journey buddying to support people want to start commuting or making other regular journeys by bike and cycle maintenance classes and Dr Bike surgeries. Experience shows that community rides are an ideal stepping stone for building confidence before becoming a regular cyclist and commuting to work by bike This offer builds on the good practice and services already developed by the RideWise cycle training organisation outlined in the box below.

In 2012 and 2013 community cycling activities will be complemented by British Cycling's Breeze programme in Nottingham to get more women cycling. It is envisaged that the Breeze cycling champions from this programme will become Smarter Travel Champions, ride leaders and cycling instructors to support the ongoing development of the community cycling activities in the Active Travel Solutions workstream.

The core ingredients for a successful community cycling programme are set out in **Table 6.8**.

Table 6.8 Principles of a Successful Community Cycling Model

Stage	Project start-up Targeted Project Promotion	Delivery Provision of RideWise Services	Project Close Project Evaluation & Exit
Activities	Inception and planning Develop Networks with appropriate 'community' groups – e.g. with Carbon Reduction projects impacting local car use ▪ Employer groups ▪ Environmental/green groups ▪ HE Colleges ▪ Secondary Schools ▪ NHS sites ▪ Council Sites Managing & Attending Events in those 'communities' Local Posters/Flyers in those 'communities' Local Media Releases	Consider infrastructure status/requirement Led group rides for beginners Led group social rides One to one and group instruction to national standards Buddying and Route Finding Maintenance training Bike surgeries to bring bikes back into use and keep them on the road Loan Bikes: • New or recycled • Individual or pool • Specialist Bike and Equipment Purchases or Discounts Marketing and Communications Support	Evaluation Report – depending on required outcomes ▪ Car trips avoided and by implication CO2 reduction ▪ Increases in physical activity ▪ Increase in levels of cycling ▪ Increase in confidence to cycle ▪ Attainment of National Standards Spread best practice ▪ Across targeted communities ▪ Within local Partnerships Propose further funding possibilities
Principles	Top level sponsor Local RideWise people and champions Existing 'Community' Groups Programme tailored to the 'community' Co-ordinator - engaging/influencing/outgoing	Introductory Rides Embed led rides and instruction into normal activities Services joined to other RideWise projects e.g. Cycling for Health Seeking sustainability with a network of voluntary leaders	Before and after surveys Focus Groups Case Study and publicity for it Seek sustainability

Local Good Practice Example 1: RideWise cycle training organisation

RideWise is a local not-for-profit social enterprise which aims to encourage more people to cycle more often by giving them confidence and better cycling skills. RideWise offers a programme of cycle support activities to support individuals and businesses including tailored cycle instruction for individuals and groups of adults and children, regular bike maintenance and repair sessions, a programme of community rides around Nottingham and support at a range of local travel and health related promotional and taster events across the urban area throughout the year. RideWise has established 3 community cycling hubs across the City in The Meadows, Lenton and Bulwell which provide community bases for loan bikes, cycle training, community bike rides and bike maintenance classes. A fourth hub in St Ann's is now being developed.

RideWise delivers the Cycling for Health programme funded by NHS Nottingham City which provides free group cycle training for target groups around the city with a focus on promoting more physical activity in deprived communities, particularly targeting men over 40 at risk of cardio-vascular disease, as well as promoting cycling amongst NHS staff as part of the PCT's travel plan and to develop a pro-cycling culture amongst health professionals. The Cycling for Health initiative which has secured local NHS funding until March 2013, developed from a Department for Health funded Cycling and Health Innovative Pilot Project (CHIPPS) 2007-2010 to establish whether increasing physical activity through community cycling interventions leads to tangible health benefits. The Cycling for Health Scheme provides regular weekly rides in several areas of the city. Rides are last from 45-60 minutes and go at a gentle pace along quiet roads, cycle paths and tracks in local communities around the urban area. Open to all, the rides are aimed at people getting back into cycling and doing a bit of exercise and are suitable for people who have a basic level of cycling. Getting people more active improves health and well being with positive benefits for making people fit for work.

Since 2010 RideWise has co-ordinated the Nottinghamshire Rural Rides programme, a programme of free guided rides around Nottingham and Nottinghamshire offering a choice of routes from under 15 miles to over 35 miles to suit a range of abilities. This complements the Cycling for Health programme of community guided rides.

In addition RideWise provides a number of services for businesses including support for their in-house sustainable travel events, individual and group cycle instruction, fun days and team building. These services are delivered on main commuter routes.

Since 2006/7 RideWise has trained nearly 2,300 adults and children and currently employs two staff and pool of over 20 freelance instructors.

Community enterprise bike recycling: The second aspect of the programme will be to roll out the community enterprise bike recycling model developed by Framework Housing Association outlined in Local Good Practice Example 2 to other communities through the Community Smarter Travel Hubs. To date Framework's bike recycling programme has recycled and fixed over 500 bikes, involved over 400 people and directly supported 9 people into work. The guidance produced by Framework includes learning plans for supervisors to obtain City & Guilds Accreditation and the Association of Cycle Traders "CYTECH" Accreditation mechanics' and workshop qualifications and QCF/NVQs so providing an opportunity to improve the skills of those taking part. This measure will increase cycling skills in the community, provide work and training opportunities for local people and a supply of safe and affordable cycles.

Local Good Practice Example 2: Bike recycling

RideWise works in partnership with Framework Housing Association, a local homelessness charity. As part of their support and resettlement programmes Framework's clients are encouraged to renovate old or abandoned bikes. This partnership has proved essential to the success of the Cycling for Health initiative as access to a roadworthy bike is often a barrier to taking up cycling for disadvantaged communities. Bikes provide an affordable travel option so ideal for supporting those on low incomes into work.

The partnership with Framework has ensured a supply of high quality reconditioned loan bikes available for use by RideWise clients. Framework has produced a guide to setting up community bike recycling schemes which is now being used by BEST (Broxtowe Education Skills and Training) in the west area of the City to establish a second scheme working with young people. The package includes learning plans for supervisors

to obtain City & Guilds Accreditation and the Association of Cycle Traders "CYTECH" Accreditation mechanics' and workshop qualifications and QCF/NVQs for those taking part this helping to raise skill levels of target groups. This model is ideal for developing in other parts of the urban area through the Community Smarter Travel Hubs.

Active travel promotion in schools

The third key aspect of the community active travel programme will be to build the capacity and increase the uptake of cycling training in schools. Active travel promotion in schools is an important complementary activity to support school travel planning and safer routes to school programmes across the urban area. Establishing sustainable travel behaviour at an early age means children are more likely to continue to walk and cycle more as adults and promoting sustainable travel to school reduces congestion cased by the school run.

All the partner authorities offer Bikeability cycle training in schools. In the City the accredited instruction is delivered through the RideWise cycle training organisation. Each of the local authorities has also developed local good practice to complement Bikeability but these additional activities are not currently available to all schools in the urban area:

- A Bikeability Plus course has been piloted in Nottinghamshire schools to provide Year 6 pupils with level 2 cycle training combined with journey planning to prepare for their transition to secondary school.
- Younger children in Derbyshire also receive Scootersmart training.
- The City Council is piloting its Lifecycle cycle training programme in 5 schools in 2011/12. This uses a curriculum based approach to teach road safety and cycle training for children aged six to eleven years old.
- RideWise complement this programme in some City schools by providing Dr Bike, parent and teacher instruction and school based family rides.

Providing an integrated and structured approach to developing cycling skills through schools and families will mean that cycling can be considered as a practical and realistic travel option through the smarter travel journey planning support for Year 6 pupils to prepare them for transition to secondary school described under **Measure A6**.

Local Good Practice Example 3: Lifecycle



The Lifecycle programme has been designed to complement the national Bikeability programme by providing curriculum activities that focus cycling as a transport mode and preparing children for the Bikeability training from Year 5 onwards. Currently Bikeability level 1 and 2 is being delivered in City schools and train around 250 students. Lifecycle lesson plans are ready and the project has moved into the consultation and build phase in advance of the pilot planned for April 2012. It is planned that the pilot will run in 5 city schools (different areas) for around 3 months. Following this the programme will be evaluated during the summer break. This programme is supported by a pool of 48 bikes and equipment and a transport van to ensure every child can take part even if they don't have their own bikes. To deliver a full programme to all city schools further equipment will be required.

LifeCycle offers a unique and innovative approach to promoting cycling in schools but the programme is not fully funded to support delivery across all City schools and the amount of face to face promotion is very limited. Developing cycling skills and providing a positive cycling experience for children and young people means they are more likely to continue cycling as adults. The Main Bid seeks funding to build the capacity and increase the uptake of cycling training in schools by adopting a BikeIT style approach, which has proved

successful in the Cycling Towns, to enthuse and engage children and young people and support the promotion of LifeCycle thus enabling increased take-up amongst schools.

- The Lifecycle programme will be extended from 2012/13 to offer a comprehensive cycle training programme through curriculum based activities for Years 1- 6 as shown in Table 6.8 below. Lifecycle aims to promote safe cycling and develop cycling skills in the context of becoming a responsible road user with activities appropriate to each age group and prepares children for receiving Bikeability training levels 1 and 2. The full programme for Lifecycle is given in Appendix E.
- A cycling element will also be added to the health and leisure provision offer through the Active Families initiative funded by NHS Nottingham City which has been very successful in engaging "hard to reach" families in fun activity sessions at local leisure centres. (See **Good Practice Example 4** below)
- Delivery of Lifecycle programme will be supported by local BikeIt Officers who will act as a facilitators engaging with schools to promote sign-up to the Lifecycle programme and complementing the Lifecycle curriculum activities with other local provision such as community cycle events at the participating schools, cycle maintenance days, bike rides and cycle themed after school activities and family cycle activities delivered through the Active Families promotion.
- Lifecycle activities for Years 7 – 9 are also in development as an introduction-in to pre-driver training. Cycling for young adults is being delivered through the Ucycle programme in further and higher education establishments through the Key Component programme as described in **Measure D1** therefore providing a continuum of cycle training activities from early years through to adulthood.

Table 6.9 Summary of the Lifecycle programme (For full programme see Appendix F)

Level	Year/Age group	Content	Status
Lifecycle 1	Year 1: 5-6 years	Theory – Introduces children to non-verbal communication used on the road (signs, colours and shapes) Practical - learning to ride Games – Stop and Go	Lesson plans prepared – consultation and build phase
Lifecycle 2	Year 2: 6-7 years	Theory - Introduces children to making safe clothing/equipment choices Practical – Starting off and stopping Games – Foot Positions	Lesson plans prepared – consultation and build phase
Lifecycle 3	Year 3: 7-8 years	Theory – how to measure and fit a cycle helmet – recognising road signs Practical – Steering, co –ordination and control Games Snaking and Slalom	Lesson plans prepared – consultation and build phase
Lifecycle 4	Year 4: 8-9 years	Theory – Example of forces and gears Practical – Using gears effectively Games – High Five and Pass the Baton	Lesson plans prepared – consultation and build phase. Pilot in April 2012
Lifecycle 5	Year 5: 9– 10 years	Theory – Safe routes and recognising cycling mistakes Practical - Bikeability Level 1	Lesson plans prepared – consultation and build phase Pilot in April 2012 Being delivered
Lifecycle 6	Year 6: 10-11 years	Theory – Choosing the right bike and completing the workbook Practical - Bikeability Level 2	Lesson plans prepared – consultation and build phase Pilot in April 2012 Being delivered
Future plans Lifecycle 7	Year 7: 11-12 years	Theory – Licence to ride Practical - Bikeability Level 3	In development
Future plans	Years 8, 9 12 – 14 years	Develop further modules to link to pre-driver training	In development

To deliver these programmes funding is also required to provide a transport vehicle and a pool of cycles to support the roll-out of Lifecycle, Active Families and the community cycling activities. The equipment would also be used to pilot a mobile cycle hire service operating out of parks across the bid area during school holidays in conjunction with community cycle events and local ride programmes.

Local Good Practice Example 4: Active Families

The NHS funded **Active Families** programme in Nottingham provides a range of leisure and sports activities targeted at children and families in parks and leisure centres across the City. This initiative has proved to be very successful in engaging traditionally "hard to reach" communities. Sessions are promoted locally through a range of mediums such as websites and social media as well as using local partners/providers who work directly with the target groups to support attendance at the sessions. Active Families gives local families the opportunity to access affordable activities together (only 50p per person) that they may never have tried before, improving health and wellbeing of the whole family.

To date 797 families (1166 adults and 1497 children) have participated in the Active Families sessions since the project began in May 2009. 83% of the families that have attended the programme are Nottingham City residents. The programme recently offered a cycle taster session at Djanogly Community Leisure Centre (Hyson Green) which proved very popular with 66 participants attending (mainly local residents). This session offered a Watt Bike challenge, smoothie bikes, bike MOT's and cycle training information. There is scope to develop this by providing cycle taster sessions across the city tailored to different age groups as part of the wider offer but support with cycles and equipment would be needed to deliver a more extensive programme. The development of family walks is also important because they can be used to introduce families with younger age children to being physically active together outdoors. This builds up a child's local knowledge and road awareness before progressing to cycling. This is something the Active Families programme is looking to address and will provide opportunities for third sector organisations and development of skills for those delivering the walking and cycling activities.

D3: Active travel events package

This Work Package also proposes to use active travel as the basis for an enhanced social and leisure offer and seeks funding for an annual programme of community events and fun days, area-wide sustainable travel promotional events and guided community and rural rides programmes. This package will also provide a low carbon travel dimension to other local cultural and arts events, thereby integrating low carbon and active travel into the cultural offer and generate tourism.

This strand of the programme comprises:

- An annual calendar of sustainable travel promotional events for business and community;
- Travel planning support and a sustainable travel element to the wider leisure and cultural events such as Goose Fair, the Splendour music festival, Riverside Festival, sporting events and working in partnership with other major attractions and leisure destinations;
- Support for the Neighbourhood Smarter Travel Co-ordinators with delivery of a programme of local events in their areas.

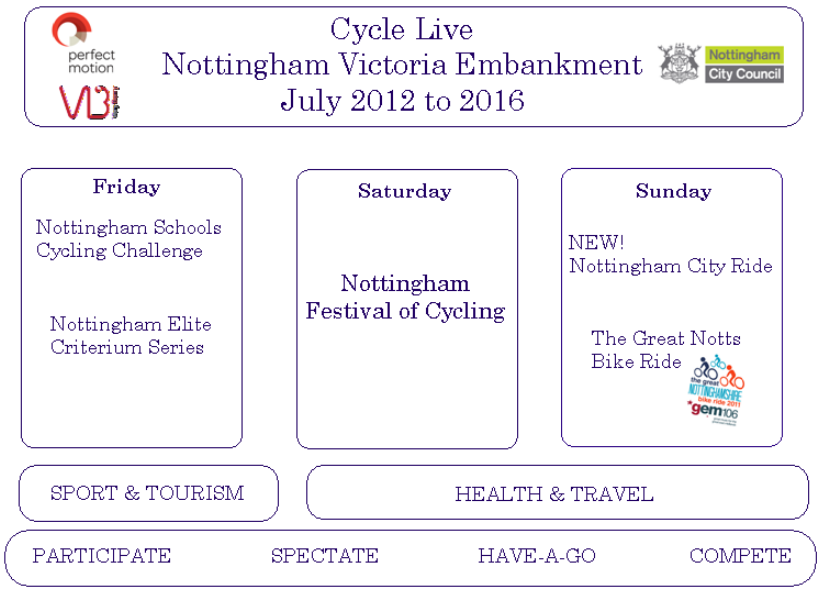
The culmination of this events calendar will be the delivery of an annual high profile cycle festival. The success of the Great Notts Bike Ride over the past 30 years provides a platform on which to develop a high profile annual cultural event to create a buzz around cycling and create an event offer to encourage tourism and achieve greater economic impact. Perfect Motion in partnership with Nottingham City Council has developed a proposal for a weekend Festival of Cycling, provisionally called 'Cycle Live' which will offer a three day programme of elite, community and schools events across a single weekend. The programme is still in development but is expected to include: An afternoon Schools Challenge; the Nottingham Criterium; a Saturday Cycling Festival to celebrate all things cycle building on the Big Day Out and culminating in a series of mass participation rides with family friendly city circuit and a series of three longer routes to continue the tradition of the Great Notts Bike Ride as illustrated in the schematic diagram In **Figure 6.11**.

Figure 6.12 illustrates the proposed calendar of active travel and smarter choices events and activities.

Local Good Practice Examples 5: Smarter travel events and promotions

- The Great Notts Bike Ride (GNBR) was established by the local Pedals cycling group in 1982. Over the past 30 years the ride has grown in scale and success year on year and now attracts up to 4,000 riders each year offering different graded routes suitable for families through to serious cyclists.
- The various cycle ride programmes run by RideWise promote the GNBR as does a regular Workplace Cycle Challenge . The aim is to cross promote and cross feed across the major cycling events and the local rides in order to provide many routes into sustained cycling. The local rides act as feeders into longer rides and sports whilst the big events aim to encourage uptake in local community cycling and sports cycling clubs.
- The City Council has run the award winning 'Footprints' walking promotion in primary schools since 2005 complemented by an Easter 'Eggs on Legs' walking campaign. Footprints takes place for 10 weeks starting in the autumn term and children pledge to walk to school once each week. Schools that take part have increased the numbers walking to school by 5% matched by an equivalent drop in car use across the year. The success of this approach was recognised by a regional Monitor Excellence Award in 2007.
- The successful Big Day Out event has been held for a number of years to celebrate European Mobility Week. This free one day family arts festival organised by GNTP Big Wheel provides a range of creative arts, entertainment and live music to promote sustainable travel and climate change messages. Travel offers negotiated with the local bus operators provide travel discounts to people travelling by bus to the festival. The most recent Big Day Out held in 2009 at Nottingham Castle attracted over 22,000 visitors. In 2011 Ucycle held a successful Carnival of Cycling event supported by the GNTP Big Wheel Team.
- The GNTP Big Wheel Team also support a wide range of other large scale leisure and cultural events throughout the year such as the Riverside Festival and the Splendour music festival to spread the sustainable travel message and provide information about travel options.

Figure 6.11 Summary of annual Cycle Live event



The cultural sector plays a valuable part in the local economy and Nottingham boasts a visitor brand recognised by Visit England as one of the most important in the UK. The local cultural partnership, Experience Nottinghamshire support the proposal to use walking and cycling to enhance the urban area's visitor offer working in partnership with local leisure destinations. The main target audience is family and friends, particularly driven by the area's high student population and day trippers from the wider region. The programme of activities would comprise heritage and cultural walks and rides supported by hire bikes linked to the urban cultural venues including Nottingham Contemporary, Nottingham Arena, Nottingham Castle, Nottingham Playhouse combined with nature trails linked to the river building on the Big Track circular walking and cycling route, Attenborough Nature Reserve and proposals to an environmental activity hub at Queens Drive Park and Ride site offering a number of activities including cycle hire and self-guided rides at weekends. The tourism offer would be supported by online journey planning information and an interactive tourism map.

Figure 6.12 Active Travel promotion calendar

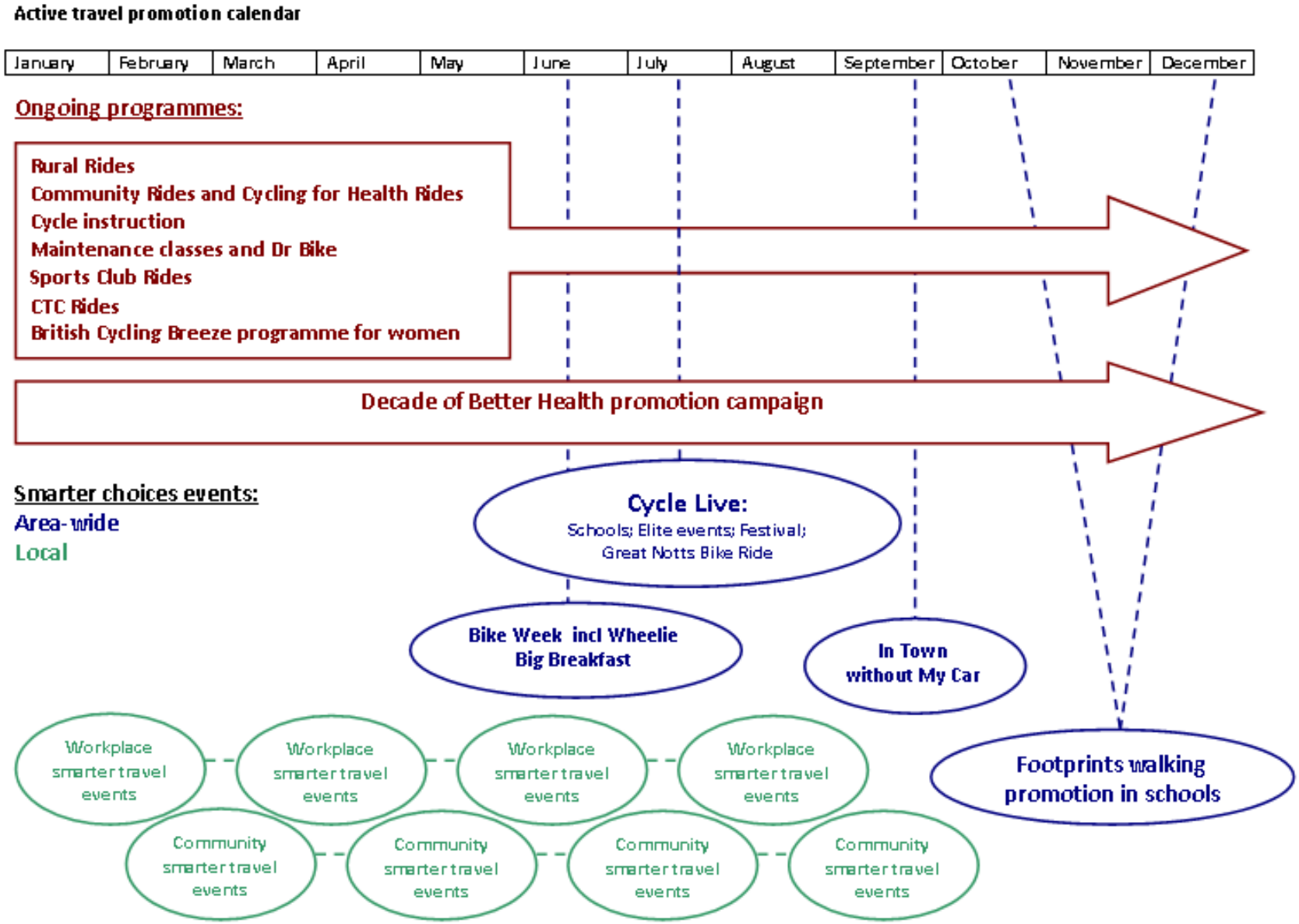


Table 6.10: Summary of Work Package D A comprehensive programme of active travel solutions to make walking and cycling the norm for local journeys

D	Package element	Why	Key beneficiaries
Key Component	D1: Continue UCycle Nottingham programme with the universities and extend approach to further education colleges including: • Cycle promotion activities • Cycle loan scheme • Small-scale improvements to facilities and cycle links	• Creating a positive cycling experience for young adults will shape future travel behaviour • Reduce the impact of student parking in residential areas	• Open to staff and 60,000 students attending the universities • Students attending further education in the Nottingham urban area • Reduced traffic impacts for local residents
Main Bid	**D2: Co-ordinate and extend community cycling programme** into single package which provides community, family and school based activities including expanding community bike recycling social enterprise model	• Many of the cycle elements already in place but needs comprehensive promotion via a BikeIt style model to have greater impact • Provides an affordable low carbon travel option s supporting those on low incomes back into work; • Leisure and community rides provides a stepping stone to cycling for commuter journeys; • Active travel promotes healthier lifestyles which in turn supports economic activity • Encouraging school will reduce congestion around schools in the short term and shape future travel behaviour in the long term. • Bike recycling will provide supply of safe bikes for community cycle activities. • The programme will develop social enterprise opportunities around cycling	• Communities in areas of high unemployment • Children and families in the urban area • Bike recycling model will creating local employment and training opportunities for young people • Road users through decongestion benefits
	D3: Programme of active travel events to promote smarter choices and engage leisure, commuter and elite cyclists	• Prestige cycle event will provide a focus for a summer programme of community cycling activities to inspire community interest • Will support the local cultural offer and create tourism opportunities around cycling and active travel.	• Residents and visitors to the Nottingham urban area • Attracting visitors to cycling events will benefit local businesses

7 Reaching the target audience

7.1 Introduction

The LSTF project is primarily a programme aimed at behaviour change so the way smarter travel messages are communicated and services are promoted to local businesses and citizens will be fundamental to its overall success. An effective and targeted Communications Plan which applies social and other marketing approaches will be an essential element of the project and how this will be delivered is described further in **Volume 5: The Management Case**.

To guide the development of the LSTF programme the bid partnership, in addition to quantitative and qualitative interviews and surveys to understand local attitudes and needs, has considered two sources of geo-demographic information:

- **Mosaic** is a geo-demographic dataset from Experian, which aims to describe the UK population in terms of typical demographics, and social, cultural and lifestyle behaviour.
- **GreenAware** profiles combine the Experian household characteristics with the Stockholm Environment Institute's REAP econometric model to segment the population according to their environmentally relevant behaviours, attitudes and carbon footprint into ten Types.

Analysis of Mosaic data for the local population allows us to identify which groups are likely to be receptive to specific measures and how interventions can be packaged to influence citizens and deliver the optimum travel behaviour change for example internet, social media sources and exposure through local services. The data is also spatially mapped to determine the most appropriate channels and places to advertise to key groups of people. The key findings from the Mosaic analysis are set out in section 7.2

Use of the GreenAware profiles allows us to identify the prevalent environmentally relevant perceptions and behaviours in different parts of the urban area to inform which LSTF activities and services are likely to be of most interest to different population groups and how to promote those measures. The key findings from the GreenAware analysis are set out in section 7.3.

Please note this is only preliminary analysis and further work will be developed through the delivery planning for each of the LSTF work streams as part of an ongoing Communications Plan.

7.2 Mosaic segmentation

The new 2010 Mosaic classifies the population into 69 'Types' of individuals that are as similar as possible to each other, and as distinct as possible from other types. The Types group together into 15 'Groups'.

Analysis of Mosaic data suggests that there are a number of dominant Mosaic Groups in Nottingham. **Group G** (Young, well-educated City dwellers) are the largest group, comprising over a fifth of City's households. Over half of the 28,000 households in this group are characterised as being student types – living in privately rented housing or purpose built university accommodation. This group also includes young professional singles and families as well as more transient singles.

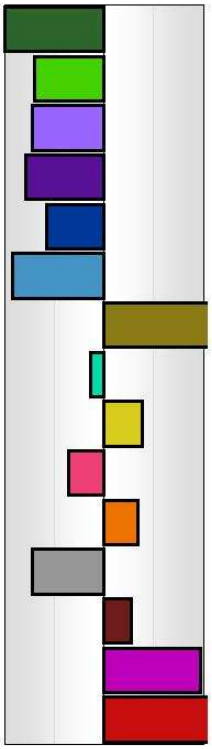
Other dominant Mosaic groups are:

- **Group O** (families in low-rise social housing with high levels of benefit need) comprising 17% of City households
- **Group I** (lower income workers in urban terraces in often diverse areas) make up a further 12%
- **Group K** (residents with sufficient incomes in right-to-buy social housing) make up 11% of households
- **Group N** (young people renting flats in high density social housing) are also seen in large numbers in Nottingham comprise 10% of households
- **Group M** (elderly people on state reliant support) are also over-represented in the City compared to the national average making up 6% of households.

Overall these six groups represent over 75% of all households in the City. **Figure 7.1** shows which Mosaic groups are over-represented in Nottingham compared to the England profile.

Figure 7.1 Mosaic profile comparing households in Nottingham with households in England

Mosaic Public Sector Groups	Nottingham HH	%	England HH	%	Pen. %	Index
A Residents of isolated rural communities	0	0.00	844,195	3.83	0.00	0
B Residents of small and mid-sized towns with strong local roots	3,420	2.64	1,945,991	8.83	0.18	30
C Wealthy people living in the most sought after neighbourhoods	1,167	0.90	716,555	3.25	0.16	28
D Successful professionals living in suburban or semi-rural homes	2,265	1.75	1,818,146	8.25	0.12	21
E Middle income families living in moderate suburban semis	6,157	4.76	2,496,266	11.33	0.25	42
F Couples with young children in comfortable modern housing	579	0.45	1,203,473	5.46	0.05	8
G Young, well-educated city dwellers	28,318	21.88	2,072,342	9.40	1.37	233
H Couples and young singles in small modern starter homes	5,801	4.48	1,138,566	5.17	0.51	87
I Lower income workers in urban terraces in often diverse areas	15,129	11.69	1,855,287	8.42	0.82	139
J Owner occupiers in older-style housing in ex-industrial areas	6,555	5.06	1,727,307	7.84	0.38	65
K Residents with sufficient incomes in right-to-buy social housing	14,136	10.92	1,795,595	8.15	0.79	134
L Active elderly people living in pleasant retirement locations	1,613	1.25	999,008	4.53	0.16	27
M Elderly people reliant on state support	8,395	6.49	1,123,266	5.10	0.75	127
N Young people renting flats in high density social housing	13,359	10.32	1,153,966	5.24	1.16	197
O Families in low-rise social housing with high levels of benefit need	22,537	17.41	1,146,550	5.20	1.97	335
Total	**129,431**	**100**	**22,036,513**	**100**	**0.59**	**100**



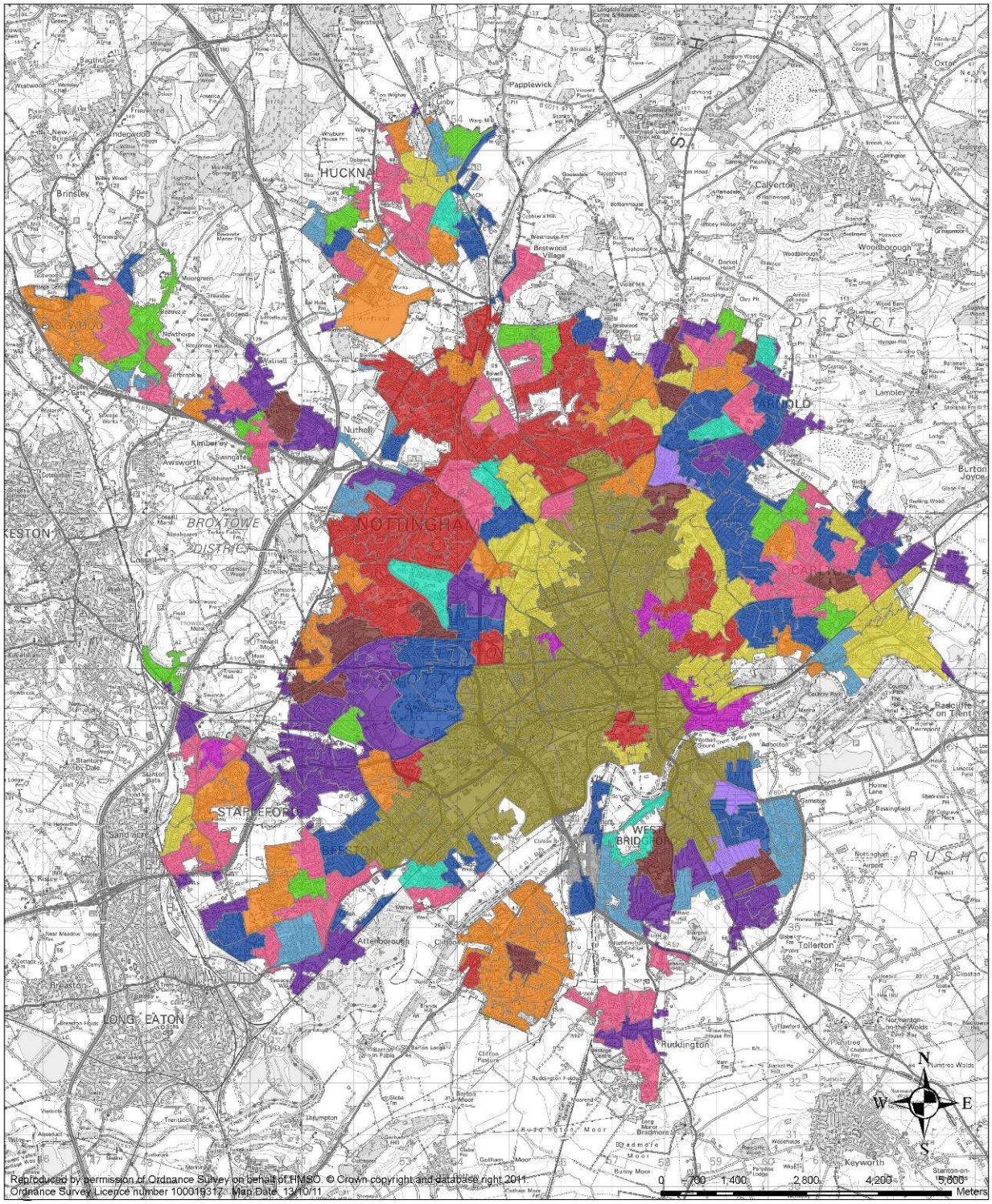
Experian

Figure 7.2 shows the dominant Mosaic groups by ward for the bid area. Analysis of **transport and environmental characteristics** for the most dominant Mosaic groups identifies the following:

- Groups G and N are over represented for travelling to work by public transport and account for 28% of all households in the City concentrated around Radford, Lenton, St Ann's and the Meadows.
- Unsurprisingly the younger and more deprived groups are over represented with regard to not owning/having use of a car (Groups G, I, M, N and O) and comprise two-thirds of city households concentrated around Radford Lenton, Forest Fields, Beechdale, St Ann's the Meadows, Aspley Bulwell and Bestwood.
- Group G, the largest group in the City concentrated in Radford and Lenton, is over represented for having no car access, using public transport and being motivated by environmental messages indicating that not owning a car could be an environmental choice. Group G are also more likely to walk to work.

Mosaic characteristic **participation in individual recreational activities** which could be an indicator of the likelihood of being more self-motivated to take up walking or cycling for leisure is more likely in the affluent educated Groups: C (Wealthy people living in the most sought after neighbourhoods), D (Successful professionals living in suburban or semi-rural homes) and F (Couples with young children in comfortable modern housing, as well as Group G. Groups C, D and F are more prominent in the outer conurbation around Bramcote, Beeston and West Bridgford.

Figure 7.2 Dominant Mosaic groups by ward in the Nottingham Urban Area



Dominant MOSAIC groups in the Nottingham Urban Area

Scale: 1:95,000

Nottingham Urban Area

- Residents in isolated rural communities
- Modest sized town houses with strong local roots
- Wealthy people in sought after neighbourhood
- Successful professionals in suburban / semi-rural homes
- Middle income families comfortable modern housing
- Couples with children comfortable modern housing
- Young well educated city dwellers
- Couples & young singles small modern starter homes
- Lower income workers in urban terraces
- Owner Occupiers in older style housing in ex-industrial areas
- Residents with sufficient incomes in right-to-buy social housing
- Active elderly people in pleasanr retirement locations
- Elderly people reliant on state support
- Young people renting flats high density social housing
- Families in low-rise social housing high levels of benefit need

Table 7.1 Summary of Mosaic preferences for service access and engagement for the most prevalent groups (A full summary is provided in **Appendix C**)

	DESCRIPTION	HH %	LOCATION	DEMOGRAPHICS	FINANCE	PREFERENCES FOR ENGAGEMENT AND SERVICE ACCESS
G	Young, well educated City dwellers	22 %	Radford, Lenton, Lace Market	Mostly aged 18 - 35. Students, postgrads, young professionals. Most likely to live in single flats or multi-person student HHs	HH Income (Modal band) £20-30k	Internet. Email. Less receptive face to face. Possible mobile phone.
I	Lower income workers in urban terraces in often diverse areas	12 %	Forest Fields, Hyson Green	Mostly aged 18 to 35 years. Ethnic Diversity	HH Income (Modal band) £10-20k	Access internet from libraries Mobile Phones;
K	Residents with sufficient incomes in right-to-buy social housing	11 %	Bilborough Bestwood, Clifton	Mostly aged 41 – 60 years; Hard working and self-reliant. Comfortable lifestyles.	HH Income (Modal band) £10-20k	Lower internet users. Face to face: Happy to access services through vol.orgs Mobile Phones;
N	Young people renting flats in high density social housing	10 %	St Ann's, Meadows, pockets in Radford, New Basford	Age range of 18 to 35 years old: High Ethnic Diversity; Young single people or young adults sharing a flat. May also be single people or older working age or even pensioners.	HH Income (Modal band) £10-20k	Very unlikely to self serve. Not receptive to internet, phone, Mobile or post. SMS Text, Newspapers
O	Families in low rise social housing with high levels of benefit need	18 %	Aspley, Bulwell, Bestwood, St Ann's	Age range of 18 to 45 years old; Low Horizons, low aspirations Socially Disadvantaged	HH Income (Modal band) £10-20k	Low Internet users. Face to face contact

Analysis of Mosaic data for these groups indicates the most effective channels to communicate transport messages and promote smarter travel services:

- Internet, e-mail and mobile phone for Groups G and I for communication and provision of services – these groups would respond well to online journey planning and web based promotions;
- Group K also responds to contact by mobile phone and is happy to access services through voluntary groups so would be responsive to the Community Smarter Travel Champions network and potentially could be targeted to get involved;
- Groups K and O prefer to access services face to face and would be better supported through the Community Smarter Travel Hubs and provision of services from community locations such as libraries, community centres and GP surgeries and from their peers through the Community Smarter Travel Champions. Providing services at a range of local venues was seen as important in the feedback from the consultation exercise from the community focus group;
- Group N responds to information through SMS text or newspapers so making use of local newsletters and communication networks would work better for this group.
- Group M respond to traditional text communications and prefer face to face interactions.
- Other channels for raising product awareness for these groups are local newspapers, TV, magazines and radio so working with the local media, including community radio and local newsletters, will be an important element of promoting behaviour change and to publicise smarter travel services.

7.3 GreenAware segmentation

Nottingham City Council has invested in Experian's GreenAware dataset to inform the development of local action plans for the City's Climate Change Strategy. The GreenAware dataset combines the Experian household characteristics with the Stockholm Environment Institute's REAP econometric model to segment the population into ten Types according to their environmentally relevant behaviours, attitudes and carbon footprint. This provides another source of data about target markets to supplement the Mosaic analysis. **Appendix C** sets out a summary of the each of the 10 GreenAware profiles and where these Types are located in the City.

Analysis of GreenAware data for Nottingham shows that the most prevalent Types are 10 ("Wasteful and Unconvinced") comprising 20% of households, Type 4 ("Confused but Well-behaved") comprising 18% of households and Type 9 ("Constrained by Price") comprising 16% of households.

In the north area of the City where the first Community Smarter Travel Hub will be established 75% of households fall within these Types. Their key characteristics are:

- **Type 4** (26% of households): Are extremely concerned about climate change and are willing to act but don't necessarily know much about the scientific and policy issues. Likely to respond to public information campaigns and simple messages prescribing a specific change are most effective for this group. This group is heavily reliant on public transport with low car use.
- **Type 10** (25% of households): Perceive being green as involving a sacrifice, are reluctant to give up their current lifestyles and display some price sensitivity. However this group is quite wasteful and subscribe to a more disposable culture. However their travel behaviour is sustainable due to low car ownership and higher use of public transport. They are not motivated by environmental concerns so changing behaviour might require other incentives.
- **Type 9** (24% of households): Environmental behaviour of this group is entirely determined by price sensitivity as mainly comprise low income households. Also the least informed group with a low awareness of carbon-related issues. However this group is likely to be car-dependent.

In the central area of the City, which will be supported by a Community Smarter Travel Hub at the Mary Potter Centre in Hyson Green and satellite facilities at the new joint service centre in St Ann's, again **Type 10** is one of the largest sectors representing 20% of households. However the other prevalent groups in this area are **Type 1** representing a quarter of households and **Type 2** representing 15% of households.

- **Type 1:** Are very environmentally conscious in their attitudes and are strong believers in the power of consumer action to make a difference to climate change. This does translate to action to some extent although their behaviour lags slightly behind their attitudes. As this is an inner city area unsurprisingly travel behaviour is less car reliant with higher use of public transport, cycling and home working. However this group comprising young professional singles and couples also tend to be frequent flyers and see energy savings measures as involving a sacrifice. Generally this group is open to change if convinced this would make a difference.
- **Type 2:** Are willing to change behaviour and exhibit a high awareness and knowledge of environmental issues. Their biggest deterrent to action is convenience. They tend to have green travel habits except for flying. Most likely to be open to green measures such as public transport, car sharing, cycling and alternative fuel cars and many have already adopted this behaviour. They believe in consumer action but aware this won't make a difference unless others also act.

Types 4, 9 and 10 are also the largest sectors in the south area of the City which will be served by a Community Smarter Travel hub in Clifton. However they only comprise 46% of households in this area and there is a more even spread of the other Types represented including **Types 3 and 8** comprising 9% of households each and **Types 1 and 2** (described above) comprising 8% of households each.

- **Type 3:** This group are not convinced by the climate change debate but still exhibit environmentally responsible behaviour with many already using public transport or more efficient cars and cutting down on short haul flights. This group tends to be older and retired consumers. They are open to further

behaviour change but would be motivated by more information about choices, seeing that others are also acting and financial incentives.

- **Type 8:** This group has a below average carbon footprint due to their green travel behaviour – infrequent/non flyers, often car share, many cyclists, high use of public transport. However this group is not motivated by environmental concerns and feel individual actions will make little difference.

The preliminary analysis of the GreenAware data highlights that transport behaviour in the city area is already sustainable. However for many groups this may largely be due to lack of access to a car rather than being a positive choice, with the exception of Mosaic Group G and GreenAware Types 1 and 2.

Therefore it is important that the LSTF interventions make low carbon travel options as attractive and convenient to as possible to maintain sustainable travel behaviour. The focus of the LSTF bid is to support people into employment and training to raise their skill levels and their economic wellbeing which in turn will raise their standard of living and may encourage increased car ownership and usage. People may also opt to move further from the urban area thereby extending commuting journeys. Therefore it is critical to maintain a high quality sustainable transport offer which makes low carbon travel options as convenient, flexible, affordable and as attractive as possible and to target people at key life change points to ensure that when people's circumstances change that they still continue to travel by public transport, cycle, walk, car share and/or adopt low carbon vehicles.

For those that are dependent on public transport it is important to ensure that they have access to information and for those on low incomes that they are provided with travel support to ensure that their travel horizons are not limited by not having access to car. Also improving integration across modes, particularly enabling journeys that combine public transport with cycling will enhance the flexibility and attractiveness of public transport.

Another important observation from the analysis of the GreenAware profiles is that for many of the Types prevalent in Nottingham, climate change and environmental issues do not motivate behaviour and so these approaches would be unlikely to be successful for promoting sustainable transport messages and services. People are more likely to be motivated by the behaviour of others in their community reinforcing the importance of the Community Smarter Travel Champions to promote positive travel behaviour messages through peer networks to promote positive perceptions of sustainable transport and create a smarter travel culture.

Financial incentives also come out quite strongly as a means for rewarding/reinforcing sustainable travel behaviour. Building on the Citycard brand and developing the smartcard service offer will play an important role here. Financial incentives will be particularly important to motivate Type 9 (16% of overall households and prevalent in the north and south of the City) who are very price sensitive and currently heavily car dependent. Promoting the cost savings of alternative options such as cycling and car sharing may make these options more appealing to these groups. Moving to a multi-modal e-purse will provide the best fare structure for the journeys made reducing travel barriers, providing best value and simplifying decisions around ticketing.

Areas with a high proportion of Mosaic Group G/Green Aware Types 1 and 2 motivated by an environmental conscience may be good places to find smarter travel ambassadors and to recruit people to support the delivery of smarter choices services such as cycle trainers, guided ride leaders etc.

These are only initial conclusions and these profiles combined with the Mosaic information will be used to inform the development of the GNTP Big Wheel marketing brand and the way in which the Neighbourhood Smarter Travel Co-ordinators engage within their neighbourhoods and how they work with delivery partners to promote smarter travel services. This information will also be informed by a second Big Idea survey of individuals and businesses which is being carried out in Phase 1 as part of Work Package C Measure C1 WorkSmart and also qualitative and quantitative research at the neighbourhood level in order to understand local attitudes and needs.

8. Meeting the core LSTF objectives

8.1 Introduction

This section draws on the evidence and information presented in this Strategic Case and on the outcomes of the economic appraisal presented in Volume 2: The Economic Case to demonstrate how the Nottingham Urban Area bid meets the DfT's core aims of:

- Supporting local economic development; and
- Reducing carbon.

The Nottingham Urban Area bid has been designed to support local economic development, reduce carbon and deliver community benefits by:

- Enhancing our transport offer to business will ensure Nottingham and the urban centres in the urban area remain and become even more attractive places to invest.
- Making it easier and more affordable for local people to access employment and training opportunities and transport will be used as way of enhancing our cultural and social offer.
- Engaging local people in decision making about local transport improvements and low carbon travel services they need in their area will make neighbourhoods more attractive, sustainable and safe places to live and grow up, giving our children and families the best start in life.

To achieve this, the measures in the bid are focused on achieving one or more of three key outcomes:

- Supporting the business community
- Supporting people into work and training
- Making low carbon choice easier.

How each measure in the programme contributes to these priorities is set out in **Table 8.1.**

Table 8.1: Summary of how each of the measures in the Nottingham Urban Area LSTF programme support the local priorities

Bid element		Ref no in Main Bid EoI	LSTF Priorities		
			Support the business community	Supporting people into work and training	Making low carbon transport choices easy
Work Package A: Enhanced Smartcard integrated ticketing offer and Personalised Travel Planning Solutions					
Phase 1: Key Component Bid					
A1:	**Developing an ITSO compliant e-purse**		✓	✓	✓
A2:	**Making travel more affordable for priority groups: 16-19 travel support 2 year pilot**		✓	✓	✓
A3:	**Multi-modal integration**		✓	✓	✓
Phase 2: Main Bid					
A4:	**Enhanced smartcard integrated ticketing offer**	A1	✓	✓	✓
A5:	**Ways to Work jobseekers travel support package**	F1	✓	✓	✓
A6:	**Transitional travel training for journeys to education**	F2			✓
A7:	**Homemovers personalised journey planning package**	F3		✓	✓
A8:	**Inclusive Accessibility**	F4		✓	✓
Work Package B: Establish liveable neighbourhoods with community smarter travel hubs					
Phase 1: Key Component Bid					
B1:	**Community Smarter Travel Hub for North** area of the City based at Bulwell Riverside in Bulwell with local intervention budget		✓	✓	✓

Bid element		Ref no in Main Bid EoI	LSTF Priorities		
			Support the business community	Supporting people into work and training	Making low carbon transport choices easy
Phase 2: Main Bid					
B2:	**Community Smarter Travel Hub for East and Central** area of the City based at the Mary Potter Centre in Hyson Green with local intervention budget	B1 B2 B3 B4	✓	✓	✓
B3:	**Community Smarter Travel Hub for the South** area of the City based at Clifton Cornerstone in Clifton with local intervention budget		✓	✓	✓
B4:	**Community Smarter Travel Hub in Beeston** with local intervention budget		✓	✓	✓
B5:	**Community Smarter Travel Hub in Arnold** with local intervention budget		✓	✓	✓
B6:	**Places for People** programme of Manual for Street demonstration projects, 20mph limits and safer routes	C1 D1	✓		✓
Work Package C: Supporting the need of the business community					
Phase 1: Key Component bid - Worksmart					
C1:	**GNTP smarter choices support package for business**		✓		✓
Phase 2: Main Bid - Developing a low carbon transport network					
C2:	**Low Carbon Public Transport Fleet**	E1			✓
C3:	**Cycle infrastructure development and associated promotion**	C2	✓	✓	✓
C4:	**Smarter choices infrastructure to support businesses** including provision of EV charging**,** trial lease of electric pool cars and a small-scale smarter travel infrastructure grant scheme for businesses.	E2	✓	✓	✓
C5:	**Eco driving support programme for businesses**	E4	✓		
C6:	**Establish City Car Club:** Business case preparation, consultation with prospective project partners and start up funding	E3	✓		✓
Work Package D: Active Travel Solutions					
Phase 1: Key Component Bid					
D1:	**Developing active travel partnership working through** continuation and extension of Nottingham Ucycle		✓	✓	✓
Phase 2: Main Bid					
D2:	**Co-ordinated community cycling promotion programme:** • Encourage take up of cycling in the community • Cycle training package for schools and families • Shared equipment for delivery of BikeIT/LifeCycle, Bikeability; Active Families; Mobile Cycle Hire Service	D2		✓ ✓	✓
D3:	**Active travel events package:** • Programme of sustainable travel promotional events • Travel planning and transport support for leisure and cultural events • Support for community events delivered through Community Smarter Travel Hubs and schools	D3	✓ ✓		✓ ✓ ✓

8.2 Supporting Economic Growth

Supporting the business community
The economic growth strategy for Nottingham recognises that developing transport infrastructure, education and sustainability are all vital elements for both creating investment and growth opportunities for the private sector and for ensuring local jobseekers can access employment and training in the key growth industries in Science and Technology, Business and Finance, Retail and Leisure, Creative Industries, Care, and the Public Sector

The area's award winning transport network is a key asset for encouraging inward investment. Being able to bring staff into the workplace using an integrated, multi-modal public transport network is seen as a crucial for businesses looking to locate in the city. This underlines the importance of the one of the core concepts of the bid, to develop the smartcard offer to improve integration between sustainable transport modes and to extend the range of travel and other services available on the smartcard.

The GNTP business support package enables businesses to get the best transport offer and operate more efficiently. The delivery of an enhanced package of business travel support, will add value to Working Nottingham's support package for businesses, with the potential to demonstrate high growth, including the development of green energy solutions for business growth. This will be built into the Growth 100 Strategy and a Business Travel Support section is to be included into the proposed Single Business Gateway website, which will be a one-stop-shop for all businesses looking for business support for growth and start up in the Greater Nottingham Area, following the closure of the Business Link service in its current format.

Supporting businesses through workplace travel planning will also be attractive to businesses that operate within the Low-Carbon Technology sector as well as businesses that have an active environmental Corporate Social Responsibility programme as they would be able to tie the green travel into initiatives such as energy efficient buildings, low carbon energy provision through the District Heating Network and others supporting low carbon economic development opportunities.
The development of initiatives such as trials for electric vehicles for businesses could also prove attractive for companies that operate in the low-carbon vehicle sector to locate into the city should they see a potential market place for expansion here. The attraction of businesses or projects could also create jobs in these key growth industries within the city, contributing to a higher skilled population, the development of a green technology cluster and more sustainable employment and SME start-ups.

Using a local engagement and delivery model through the Community Smarter travel Hubs model will drive behaviour change and by creating a demand for smarter choices services will support local enterprise and the third sector economy. The community activities will be complemented by Work Package C which focuses on supporting the business sector. Close working across these work programmes will help to build links between community groups and local businesses around smarter choices providing volunteering opportunities and corporate sponsorship consistent with corporate social responsibility programmes as well as providing local solutions to addressing transport problems which constrain business effectiveness and growth.

More specifically Community Enterprise Coaches from Business Support Organisations will be able to link in with Neighbourhood Smarter Travel Co-ordinators. This will help to

- Facilitate better links between Neighbourhood Smarter Travel Co-ordinators and the local business community;
- Feed local community business champions into the Community Smarter Travel Hubs;
- Enable Enterprise Coaches to offer informed support to new start businesses regarding travel for business purposes, access for potential customers etc.

This will contribute to the sustainability of local businesses and the development of neighbourhoods characterised by entrepreneurialism, which are both Transforming Neighbourhoods and Working Nottingham priorities.

Smarter choices, in particular cycling, will also be used as a lever to develop the area's cultural and tourism offer through an annual programme of smarter choices events culminating in a three day Cycle Live event comprising elite, community and school events and rides to celebrate cycling and create a new visitor attraction in Nottingham's cultural and sporting calendar. Previous smarter choices events in the city have attracted over 22,000 visitors. This will be supported by work through the GNTP Work Smart programme with the major leisure and tourism attractions in the area to improve their transport offer and develop walking and cycling cultural and heritage trails, both providing a draw for visitors to the area and generating opportunities for local third sector organisations.

Supporting people into employment

October 2011 data for claimant counts shows that unemployment is most concentrated in outer City wards, where transport is key to accessing employment and training opportunities. The two outlying north-western wards of Bulwell (9.4%) and Aspley (10.5%) experience the highest unemployment and the LSTF bid has been designed to target transport solutions for people living in the most deprived parts of the bid area through a number of measures.

Community Smarter Travel Hubs, Active Travel Solutions and smartcard development and integrated ticketing proposals will all help to breakdown the barriers that prevent people from utilising the transport options available to better access the employment and training opportunities located in other parts of the city, particularly the city centre and technology clusters located around the Universities.

These barriers include poor understanding of travel, journey planning and connectivity between different transport products, By offering targeted personal journey planning support packages which provide educational, affordable and sustainable transport services, the LSTF bid proposals can greatly contribute to the ability of people from Nottingham's most deprived communities to access employment and training opportunities, reducing unemployment and worklessness in the City as a whole.

The model for community delivery utilising existing partner networks has the potential to support the growth of the third and voluntary sectors. The programme output targets aim to support around 9,500 individuals into employment and training directly and by providing volunteering opportunities. Measures A2/A4 Smartcard travel support for 16-19 students and Measure A5 Ways to Work to support jobseekers with personalised journey planning solutions will improve access to training and employment opportunities and the Smarter Travel Champions network model and the delivery of community cycling activities including cycle training and bike recycling will create skills development and volunteering opportunities as well as local employment opportunities in the third sector by creating a demand for smarter travel services.

In addition to these quantifiable beneficiaries it anticipated there will be additional economic benefits in terms of support for third sector organisations through the services commissioned by the Community Smarter Travel Hubs which will bring an additional £2million of investment into the local area during the plan period. Further more equipping people to become economically active either by addressing travel barriers or by providing opportunities to learn new skills will provide benefits beyond the life of the investment programme and could be potentially life changing for the individuals receiving support.

The evidence presented in the Economic Case quantifies the contribution of the bid proposals to facilitate economic development for business travellers and commuters:

- Benefits to business travellers are valued at £30m (present value) leading to a enhanced productivity and competitiveness;
- Direct Gross Value Added uplift of £9m;
- Benefits to commuters are valued at £32m (present value) which evidences reductions in disincentives to join the work force; and
- Enhanced journey time reliability (£51m, present value) allowing benefiting commuters and reducing inefficient use of time for businesses.

8.3 Reducing Carbon Emissions

The LSTF programme directly supports the aims of the Nottingham Energy Strategy and the Draft Climate Change Strategy for the City by accelerating the area's ability to achieve its transport carbon reduction targets. This will be achieved in five ways:

- By making low carbon travel choices easier through integrated ticketing, improving interchange between low carbon modes, improving links to public transport nodes improved information about travel options and services thereby reinforcing and maintaining a culture of low carbon travel across the bid area;
- The Community Smarter Travel Hubs will build on and support a neighbourhood delivery model providing easily accessible local services ensuring it is realistic and achievable to use low carbon travel modes for local journeys;
- By directly supporting a number of initiatives which will improve the low carbon transport network including building on Green Bus Fund and Plugged in Places investment to extend the electric bus fleet and provide charging points for electric vehicles at transport and community hubs;
- By creating an environment which is conducive to walking and cycling for local journeys by developing a city-wide programme of 20mph limits and safer route, improving the cycle network and local cycle facilities along with a comprehensive package of community cycling support improve cycling skills and confidence and provide improved information about routes and journey planning.
- Supporting investment in low carbon technologies is a growth sector for local economic development.

The economic modelling valued the benefits of carbon reduction at £4.5million evidencing the proposals' impacts on the objective to reduce carbon emissions. The proposals also demonstrate the City Council's leadership in promoting low carbon travel choices through promotion of non-motorised modes and public transport, and deployment of electrically operated buses on high profile routes.

8.4 Other benefits

The health of the population and local economic development are intrinsically linked. Ill-health can impair economic productivity even if it does not lead to immediate absence. Families without a working member are more likely to suffer persistent low income and poverty. There is also evidence of a correlation between lower parental income and poor health in children. Therefore improving the health of the working age population is critically important to secure both higher economic growth and increased social justice.

The LSTF programme will contribute to public health outcomes by:

- Ensuring people can access jobs in the first place as well as services that support a healthy lifestyle, important for physical activity and mental wellbeing.
- Creating a physical, social and cultural environment that supports walking and cycling that will help to tackle "obesity promoting" environments in which our citizens live, play, learn and work;
- Providing walking and cycling activities as physical activity interventions through mainstream and targeted services aimed at families, schools and individuals;
- Facilitating the uptake of cycling and active travel through the business community to improve the fitness and wellbeing of our workforce;

A healthier population will mean people are "fit for work" and so better able to take advantage of the available employment and training opportunities thereby supporting economic development objectives.

The economic appraisal identifies the monetary benefits due to reductions in mortality resulting from more walking and cycling as £34 million. The results of TUBA appraisal are fully discussed in Volume 2: The Economic Case.

9 Measuring Success

9.1 Introduction

The Nottingham Urban Area Bid aspires to establish Nottingham as the exemplar city region for sustainable travel in the UK. The integrated high quality public transport system complemented by a comprehensive walking and cycling network our transport system is already helping large numbers of people to move around the area sustainably. Given our aspirations for growth, continued investment is required if our leading performance is to be sustained and to achieve the sustainable travel performance of our best European counterparts.

The integrated package of proposals presented in the LSTF Bid have been designed to support a successful and vibrant economy by supporting local businesses and supporting people into work whilst also achieving the carbon reductions from transport necessary to achieve national carbon targets. The proposals set out in Section 6 have been selected as the key measures for achieving optimum and sustained travel behaviour change.

9.2 Strategic outcomes

In the early stages of the bid development a logic mapping exercise was undertaken to support the planning, design, and evaluation of the bid packages for the Key Component and the Main Bids.

The economic, environmental and health/social contextual information presented in Section 3 identifies four key transport challenges for the Nottingham Urban Area which the LSTF bid seeks to address:

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

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

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

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

The logic mapping exercise helped the bid partnership to identify target interventions, the predicted outputs and the anticipated short, medium and long term outcomes for each of the challenges. This information has been used to inform the headline programme targets and identify measurable outcomes to inform the monitoring process for each of the four Work Packages detailed in Section 6. The logic map is given in **Appendix G**.

9.3 Programme targets

In order to measure the success of the LSTF programme six high level programme targets have been set:

The Bid package will achieve the following headline targets by the end of 2014/15:

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

The following tables explain why each target was chosen and summarise the local context and what has been achieved through good practice elsewhere to contextualise each target.

1. Modal shift to sustainable transport
Target: Increase sustainable travel modal share by 10% from 2011/12 levels by 2014/15

Commentary:

- This target has assumed the lower end of modal shift achieved through the Sustainable Travel Towns initiative since the current public transport modal share Nottingham is already starting from a higher base for public transport. Local monitoring shows a 12% increase in public transport use in the last five years with the greatest growth taking place on the bus network.
- The introduction of the Workplace Parking Levy in April 2012 provides a critical one-off opportunity to influence commuting patterns of 40,000 existing car commuters.
- The expansion of the Nottingham Express Transit tram system to include two further lines (projected to carry an additional 10 million passengers per annum), continued investment in comprehensive bus services provided by two of the country's leading bus operators and the Nottingham Station Hub redevelopment, will consolidate a comprehensive high quality public transport system helping to reduce congestion and encourage travel behaviour change, leading to a further step change in public transport mode share.
- The LSTF programme will provide smarter choice interventions to support the anticipated growth in public transport complemented by increases in walking and cycling trips, particularly for shorter journeys.
- Continued reduction in private car modal share will be achieved through increases in walking and cycling journeys contributing to the 10% increased sustainable travel share similar to the results achieved by the Sustainable Travel Towns.

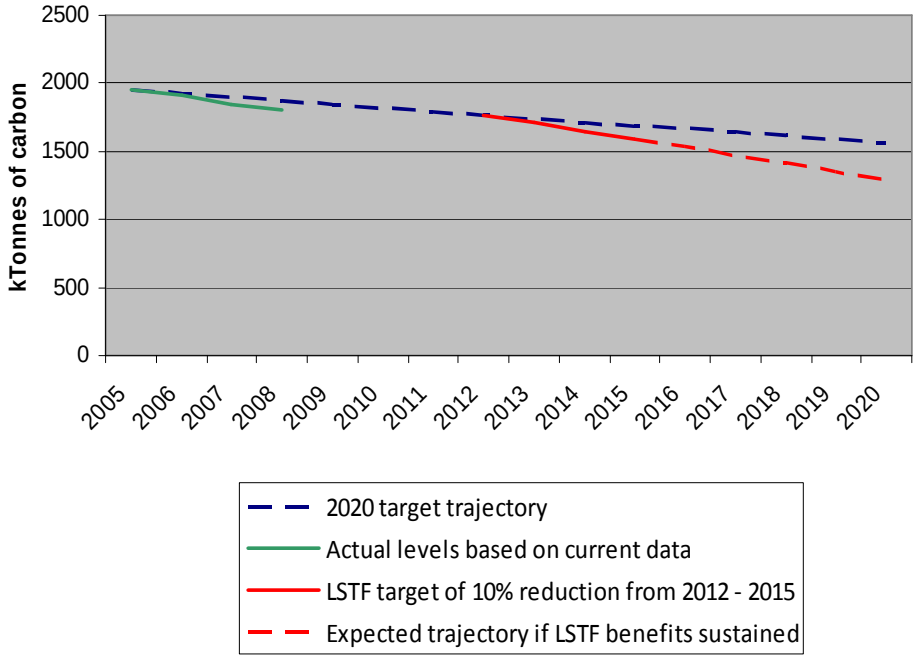
Context:

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

2. Reduction in carbon missions from transport
Target: Reduce carbon emissions from transport by 10% over three years by 2014/15

Commentary:

- Local monitoring of carbon reduction highlights progress already made in last five years through improved walking and cycling infrastructure, smarter choices initiatives such as travel planning and marketing campaigns, road safety measures and improvements to the public transport system which can be further built upon.
- Defra 2008 emissions data shows Nottingham has achieved an 8% reduction in carbon emissions from transport since 2005 and there has been an overall 6% reduction across the districts in which the bid area is located over the same period. This places us ahead of the ambitious 2020 target to deliver 20% reduction in carbon emissions from transport from the 2005 baseline. A target of a further 10% reduction over the fund period has been set as the proposals will help to accelerate the reduction in carbon emissions and ensure that we maximise the benefits of complementary initiatives such as the NET and integrated transport measures implemented via the LTP.



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

Context:

- The Sustainable Travel Towns project achieved 4.6% reduction in annual per capita emissions from car driving for journeys of all lengths.

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

- Cycling investment achieves strong reductions in carbon emissions with large urban areas achieving 15% modal share for cycling;
- Public sector procurement of low carbon vehicles for fleets and supporting early take up of electric and plug-in hybrid cars and vans through provision of charging points can result in high abatement of carbon emissions at a medium implementation cost;
- The implementation of schemes such as the Workplace Parking Levy (WPL) in large urban areas can result in medium abatement of carbon emissions at a low/revenue neutral implementation cost.

3. Increased community engagement and involvement

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

Commentary:

- It is expected that the five community travel hubs (the first hub to be established as part of the Key Component bid and a further four hubs through this bid) will collectively engage with 65,000 people over the three years of the programme with a further 115,000 people engaged via the range of organised events, marketing and online tools proposed in the Bid.
- The hub concept develops the capacity of local communities to support themselves through the volunteer peer support network at low implementation cost which will enable local communities to develop a critical mass for reaching a wide range of people through different avenues on sustainable transport. It also allows for the realisation of the principles put forward in the Localism Bill for local communities influencing decisions and prioritising local transport improvements.

Context:

- The City Council/NHS Nottingham City Decade of Better Health promotion programme has already established a network of volunteer Change Makers to raise awareness of and improve the uptake of health services and is a proven model to support the delivery of improved health for local citizens. 70

Change Makers volunteers are already active within the local community.

- Over ten years of local success in community and business engagement through the Big Wheel transport brand and Greater Nottingham Transport Partnership activities e.g. the Big Day Out sustainable travel event in 2009 attracted over 20,000 visitors.
- The City Council's Area Capital programme has delivered over £40million invested directly into local neighbourhoods as identified and prioritised by local communities. As a result satisfaction levels amongst residents who feel they are able to influence local decisions has increased from 48% to 57% and satisfaction with their local areas stands at 81%.

4. Creating a Cycle Revolution

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

Commentary:

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

Context:

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

- Ucycle Nottingham has achieved a doubling of usage at key sites through an integrated programme of cycle infrastructure improvements, cycle training, targeted publicity and marketing and a cycle loan scheme for staff and students.
- The Bikeability cycle training in primary schools has seen take-up increase from 102 Year 6 pupils in 2008/09 to 257 in 2010/11.
- RideWise cycle training activities have provided cycling for 2,300 adults and children since 2006. This includes delivering the Cycling for Health initiative in Nottingham City which was one of two Department for Health Cycling and Health Innovation Pilot Projects (CHIPPs). Over the three years of the programme 228 participants were recruited of which 25% were from African/Caribbean communities and 14% from Asian communities. At the start of the programme participants reported an average of 0.6 ± 1.9 hours of cycling per week, By the end, there was an average increase in cycling of 1.7 days per week and an increase of 32 minutes of cycling per day so this intervention demonstrated that one to one cycle training combined with loan cycles, group rides and community fun days is a successful approach to increasing cycling levels. The evaluation reported that the reach of the project into disadvantaged communities was more apparent as the project progressed highlighting the importance of sustained intervention to engage "hard to reach" communities.
- The bike recycling programme run by Framework Housing Trust, a homelessness charity, is another local model of how an initiative designed as a support and resettlement programme for Framework's clients can achieve multiple community benefits. Over the past three years the scheme has recycled and redistributed 528 bikes which might otherwise have gone to landfill, involved 416 people and provided 1 full time job. In 2009/10 15 people took part in volunteering and since its start the scheme has supported 9 people into work. This service is essential to provide a supply of affordable and safe cycles to enable people on a low income to take part in the RideWise cycle training and community ride programme.

- The combination of road safety education, engineering and enforcement measures has helped to reduce numbers of killed and seriously injured by 50% (in the City) over the past ten years. These improvements along with the roll-out of 20mph limits are helping to create a physical environment fit for cycling (and walking).
- The Sustrans Cycling in the City Regions report (2011) found increasing cycling can produce substantial economic benefits mainly by increasing physical activity through reduced congestion, lower carbon emission, increasing physical activity and by improving access to employment, local facilities and public transport. Investment in cycling was found to be highly cost effective delivering 3:1 benefits compared

to cost. An evidence review for Bristol City Council concluded small scale and targeted cycle interventions could deliver higher benefit-cost ratios, averaging 19:1 for walking and cycling interventions.

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

Commentary:

- The model for community delivery utilising existing partner networks has the potential to support the growth of the third and voluntary sectors. It is estimated that the Bid will support approximately 9,500 individuals into employment and training either directly or by providing volunteering opportunities through the following targeted initiatives:
- A4: Smartcard initiatives for Young People will provide support with travel costs for 7,500 16-19 Further Education students;
- A5: Ways to Work will support 1,900 job seekers on Job Seekers Allowance for 6-12 months.
- B2- B5: Smarter Travel champions volunteer network will encourage at least 40 new individuals to engage in volunteer activities;
- D2 and D3: Delivery of community cycling package by third sector organisations will help to secure income to consolidate and extend the pool of cycling instructors by 35 additional instructors and provide volunteering opportunities through the Bike Recycling programme;
- This target is a conservative estimate of the local economic benefits of this work package as it does not include the additional benefits that will be achieved through support for third sector organisations through the services commissioned by the Neighbourhood Smarter Travel Co-ordinators with their smarter travel intervention budget. By equipping people to become economically active, either by addressing travel barriers to employment or learning or providing opportunities to learn new skills, the benefits of these activities will last beyond the bid programme and could be potentially life changing for the individuals receiving this support.

Context:

- The Decade for Better Health Change Makers network model has seen 70 champions working in local communities since the project was introduced with evidence supporting this approach.
- Since 2006 the Ridewise partnership has grown from two staff (employed) to being supported by over 20 freelance instructors. Framework's bike recycling programme has supported 9 people into work.
- An Ekogen study (Employment in Sustainable Transport) found a reduction in car travel and a transfer to public transport would result in a net increase in employment as on average rail and bus travel generates more jobs per passenger km than car travel demonstrating that the sustainable transport sector can make an important contribution to economic recovery and continued growth.

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

Commentary:

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

- A5: Ways to Work will support 1,900 job seekers on Job Seekers Allowance for 6-12 months;
- A6: Transitional Travel Training for Education Journeys will be available to up to 4,000 Year 6 children per annum as well as providing smarter choices support across all primary schools and supporting 16-19 students
- A7: Home Movers Packs will provide up to 18,000 personalised travel information packs
- A8: Inclusive Activity travel training support for vulnerable groups will be available for up to 100 individuals

These estimates exclude additional journey planning support available through Community Travel Hubs and route planning services as part of Active Travel Solutions. It is expected that the programme will exceed this target through these additional 'non-quantifiable requests' for personalised travel planning support.

Context:

- PTEG research into the effect of bus fare increases on low income families (of which there are high proportions in Nottingham) showed that these groups can be better supported by tackling affordability barriers by providing users with discounted tickets to meeting costs of travelling to education and employment services. There are 200,000 Citycard smartcards currently in circulation – using this audience to communicate journey planning information has proved to be a cost effective way of providing household level information about the nearest public transport services. In addition to the targeted interventions highlighted above 300,000 residents will receive the updated integrated e-purse smartcard to be funded through the Key Component bid along with a personalised journey planning information pack.
- The WorkWise initiative and the community travel teams approach developed by Mersey Travel to provide support for access to employment are proven good practice to address individual travel barriers.
- The pilot Bike to Work initiative in the City and Hucknall in 2009/10 demonstrated that was high demand for this type of support to address travel barriers in the Nottingham urban area.
- School travel plan support and associated work in schools such as the award winning Footprints walking promotion has resulted in mode share to journeys to school of 18% in the City, one of the lowest levels seen in the country.
- The Government's 'Creating Growth Cutting Carbon' White Paper referenced the 'Nudge' concept as an effective enabling tool allowing to make better travel choices through providing information to encourage choice.

The programme outputs are set out in **Table 9.1.**

Table 9.1: Programme Outputs

Work Package	Programme Outputs	Baseline	Outputs			Source
			2012/13	2013/14	2014/15	
A	Number of low income individuals supported into employment or learning via smartcards	65% of students use their EMA for transport = 4240 EMA learners. Total people on JSA for 6-12 months in Greater Nottingham = 3,800 (April 2011) = 19% total JSA recipients	EMA: 2,500 students per annum RCAN: 170	EMA: 2,500 students per annum RCAN: 340	EMA: 2,500 students per annum RCAN: 340	EMA and RCAN data. LSTF bid monitoring
A	Number of personalised travel plans provided	0 (2011)	8,000	12,000	12,000	City Council data. LSTF bid monitoring. Targeted groups total = 32,000.
B	Number of Community Travel Hubs established	0 (2011)	1 (pilot funded through key component bid)	4	0	City Council data. LSTF bid monitoring.
B	Engagement through Community Travel Hubs and active travel events	Potential to influence travel patterns of up to 180,000 population through the community travel hubs and events (20% of urban area population)	Engage 5,000 people (at first hub in first year)	Engage 5,000 people (per annum at each of the 5 hubs = 25,000 people)	Engage 5,000 people (per annum at each of the 5 hubs = 25,000 people)	City Council data. LSTF bid monitoring.
B	Numbers of new recruited to volunteer peer support network	0 (2011)	10 (as part of hub established through key component bid	20 smarter travel champions in two hubs (10 in each)	20 smarter travel champions in two hubs (10 in each)	City Council data. LSTF bid monitoring.
B	20 mph limits and safer routes demonstration projects in community travel hub areas	0	2	4	4	In accordance with Manual for Streets guidelines. City Council monitoring.

Work Package	Programme Outputs	Baseline	Outputs			Source
B	Cycle infrastructure programme	Baseline and total to be determined	Corridor and hub schemes	Corridor and hub schemes	Corridor and hub schemes	City Council data. LSTF bid monitoring.
C	Number of Linkbuses converted to electric	4 (2011/12) funded through Green Bus Fund	5 (Medilink service)	2 (Locallink)	2 (Locallink)	City Council data. LSTF bid monitoring.
C	Number of electric vehicle charging points installed at employment and community hubs	0 (2011)	20 posts	20 posts	20 posts	City Council data. LSTF bid monitoring.
D	Number of people engaged in cycle training activities: a. Child training	City: Year 6 pupils receiving Bikeability training = 452 (2010/11)	2,000 pupils (Years 2-6)	3,000 pupils (Years 2-6)	4,000 pupils (Years 2-6)	Sustrans data. LSTF bid monitoring. Lifecycle approach delivered in primary schools across conurbation
D	Number of people engaged in cycle training activities: b. Adult training	City: 250 (2010/11)	200 per annum	200 per annum	200 per annum	RideWise data. LSTF bid monitoring.
D	More people cycling more often	To be established	To be established	To be established	To be established	Baseline and outputs to be determined using Active People Survey 2012 and other local sources.
B/C/D	Increased physical activity levels	Decade for Better Health objective to increase physical activity for 10% of City population			28,000 people	City Council data. LSTF bid monitoring.

10 Stakeholder engagement

10.1 Introduction

The Nottingham bid is built on a strong a wide platform of stakeholder engagement, support and participation. This section outlines the main stakeholders in the LSTF programme and their contribution to the bid in terms of the expertise and skills. Stakeholder management and partnership governance arrangements are covered in Volume 5: The Management Case. This section also summarises the outcomes of the stakeholder engagement demonstrating broad stakeholder support for the bid programme.

10.2 Key LSTF stakeholders and their contribution

The strategic bid partnership comprises Nottinghamshire County Council and Derbyshire County Council, Sustrans, the Greater Nottingham Transport Partnership (GNTP) and NHS Nottingham City. The roles and remits of the partners are described in Section 2. The bid partners represent citizens, employees and employers within the bid area and have a shared commitment to delivering economic development carbon reduction and improving heath and wellbeing as described in Section 3.

The partners will play a crucial role in the development and delivery of a range of schemes with contributions ranging from the provision of funding and information though to working as delivery agents and utilising liaison networks.

This bid is also endorsed by a large number of supporting partners that include the Nottinghamshire City & County Employment & Skills Board (ESB) within the public sector and Alliance Boots, Capital Shopping Centres, E.ON UK, the Greater Nottingham LIFT Company, ITP Consulting and the Tramlink consortium representing the private sector.

The Green Partnership Nottingham is also playing an active role in the development and delivery of our LSTF bid. The Partnership aims to reduce carbon emissions through greater energy efficiency and shifting to renewable energy and creating jobs for local people in an expanding and innovative environmental sector. It has a wide private public and third sector membership including Browne Jacobson, Boots, Experian, Co-operative Banking, Nottingham Development Enterprise, Nottingham City Council, NHS Nottingham City, Nottingham City Transport, Nottingham City Homes, University of Nottingham, Nottingham Trent University, Nottingham Energy Partnership, the Environment Agency, Groundwork Greater Nottingham and the Transition Nottingham groups.

Collectively the multi-sector supporting organisations listed above are engaged in well established partnerships with Nottingham City Council and share the collective commitments to supporting sustainable economic growth whilst reducing congestion and carbon emissions.

There are also a number of third sector supporting stakeholders involved in the inception and delivery of the project. These third party sector partners include British Cycling, Framework Housing Association, Ridewise, Rural Community Action Nottinghamshire (RCAN), Age UK Nottinghamshire, Sport Nottinghamshire, Walk England, YMCA, Carplus, and Liftshare. Predominately these organisations will contribute their skills and resources at a local level, allowing the schemes proposed to be delivered efficiently in the desired locations.

The bid partners regularly engage with and represent the remaining stakeholders within our bid, the end users and scheme beneficiaries. From job seekers and young people in training to those currently employed and their families, all residents, employees and service users within the bid area are connected to the development and delivery of this bid through this wide network of project partners.

10.3 Value of the bid partnership

All of the project partners that are involved in the inception and delivery of the Nottingham Urban Area bid bring assets and added value to the partnership in terms of their ability to deliver schemes and/or the

strength of relationships with end users and target audience providing a strong core project team that has the ability to deliver a wide variety of successful behavioural change schemes.

Having a wide partnership with representation from public, private and third sector organisations provides a wide knowledge base which will ensure that the bid provides best practice guidance during the scheme inception stage, and will support the delivery and marketing of measures and activities to the intended target audience.

The LSTF funding investment will complement local contributions from partners to further enhance delivery of a programme that will achieve the two broad aims of promoting economic growth and reducing carbon, whilst also supporting a number of additional scheme benefits.

Public sector: The public sector organisations are made up of the partnering local authorities and main health providers in the bid area. Between them they will form the main delivery agents for a number of measures and will draw on their proven ability to deliver schemes over a wide area and experience of promoting participation and behavioural change through the wide variety of networks and opportunities to interact with the intended target audience.

Private sector: The private sector partners comprise some of the largest employers in the bid area such as Alliance Boots and E.ON alongside membership organisation that speak on behalf of many smaller businesses such as the FSB. Having a broad mix of private sector support will has ensured that the measures proposed within the bid are deliverable and of importance to the private sector.

The bid is also endorsed by D2N2 Local Enterprise Partnership underlining the importance of local transport improvements to stimulate the economy by building on recent success from NET Phase two, A453 widening, Nottingham Ring Road improvements and Hucknall Town Centre funding approvals.

Third sector: Some of the greatest value and most important partners within the Nottingham Urban Area bid come from the third sector. These organisations have been assessed, not only in terms of how they can help shape the bid, but also how they can influence local community groups and individuals to participate in schemes, whilst also actively taking ownership of them.

This wide community engagement will ensure that the schemes proposed within this bid can be delivered effectively based on the best local knowledge, but also benefit fro the added value of support from a wider community possessing the ability to continue the delivery of schemes beyond the period of agreed funding.

Table 10.1 summarises the areas where the bid partners can contribute and offer added value or efficient use of resources through exiting skills and networks already available within the bid area.

Table 10.1 Summary of stakeholder contributions

Public sector	Existing effective working partnership	Best practice scheme inception experience	Knowledge of local opportunities	Access to target audience	Scheme delivery	Sharing best practice	Comments
Nottinghamshire County Council	✓	✓	✓	✓	✓	✓	Able to shape bid through local experience and facilitate delivery and access to target audience
Derbyshire County Council	✓	✓	✓	✓	✓	✓	Able to shape bid through local experience and facilitate delivery and access to target audience
NHS Nottingham City	✓	✓	✓	✓	✓		Key health partners will help shape the bid and also manage scheme delivery through surgeries within the bid area
Nottingham Universities Hospital Trust	✓	✓	✓	✓	✓	✓	Key health partner and promoter of schemes to service users. History of successful partnership working with bid team
Private sector	**Existing effective working partnership**	**Best practice delivery experience**	**Knowledge of local opportunities**	**Access to target audience**	**Scheme delivery**	**Sharing best practice**	**Comments**
Further Education establishments	✓		✓	✓	✓	✓	Supporting scheme development and key partners in delivery of measures
Local Enterprise Partnership	✓		✓	✓	✓	✓	D2N2 LEP have been supportive partners of the bid and will offer opportunities to link into private sector for scheme delivery
Alliance Boots	✓	✓		✓		✓	Class leader in workplace benefits package and able to support bid by promoting workplace based bid schemes amongst 7,000 staff based at the HQ.
Capital Shopping Centres	✓	✓		✓		✓	Offering scheme inception ideas and ability to delivery and promote amongst 4,000+ employees in City and 23 million customers each year
E.ON UK	✓	✓		✓		✓	A long history of travel panning excellence and able to promote bid schemes to staff and wider business network

Private sector	Existing effective working partnership	Best practice delivery experience	Knowledge of local opportunities	Access to target audience	Scheme delivery	Sharing best practice	Comments
Greater Nottingham LIFT Co.	✓		✓	✓	✓		Provider of Joint Access Centres across the bid area their locations with health, housing, benefits and library facilities will also be home to the dedicated Community Travel Champions
ITP Consulting	✓	✓	✓			✓	Supporting the development of @cessadvsr supporting journey planning for vulnerable transport users
Tramlink	✓		✓	✓		✓	The new tram operator consortium has been engaged in the bid development as a key partner for integrated smart ticketing
Transport operators	✓	✓	✓	✓	✓	✓	Award winning local transport operators are a key partners and offer best practice scheme inception ideas coupled with the ability to deliver a wide range of measures
University of Nottingham	✓	✓	✓	✓	✓	✓	Both universities have a excellent track record of partnership working and successful sustainable scheme delivery
Nottingham Trent University	✓	✓	✓	✓	✓	✓	
Derbyshire and Nottinghamshire Chamber of Commerce	✓		✓	✓	✓	✓	Key partners representing the private sector have been active members in the inception of schemes and key players in their delivery
Federation of Small Businesses	✓		✓	✓	✓	✓	
Institute of Directors	✓		✓	✓	✓	✓	
Liftshare	✓	✓		✓	✓	✓	Providing best practice guidance and advice on car sharing and scheme promotion

Third sector	Existing effective working partnership	Best practice delivery experience	Knowledge of local opportunities	Access to target audience	Scheme delivery	Sharing best practice	Comments
GNTP	✓	✓	✓	✓	✓	✓	Facilitate private sector in shaping bid opportunities and delivery of schemes through members and Expertise in sustainable transport marketing and scheme delivery
Sustrans	✓	✓	✓	✓	✓	✓	National cycling charity to offer best practice scheme inception and delivery.
British Cycling	✓	✓		✓	✓	✓	Have brought there own experience to scheme inception through to delivery with target audience and promotion
Framework Housing Association	✓		✓	✓	✓		Supplier of reconditioned bikes and roll-out of community bike recycling scheme as a model for a smarter travel community enterprise
Ridewise	✓	✓	✓	✓	✓		A key partner with good history of partnership working. Locally managed and not for profit organisations will play a central role in the delivery of community cycling schemes.
RCAN	✓	✓	✓	✓	✓	✓	Mobilisation of communities for support and sharing best practice during scheme inception
Age UK Nottinghamshire	✓	✓		✓	✓	✓	Best Foot Forward campaign to promote walking amongst elderly residents
Sport Nottinghamshire	✓	✓	✓	✓	✓	✓	Best practice inception and delivery of schemes aimed to promote active travel
Walk England	✓	✓		✓	✓		Contribute to partnership through sharing best practice ideas and ability to promote schemes through existing networks
YMCA	✓		✓	✓	✓		Will provide support through promotion of schemes through local networks and delivery of schemes
Car Plus	✓	✓			✓	✓	Provision of car club best practice, assistance with delivery and marketing

User groups	Existing effective working partnership	Best practice delivery experience	Knowledge of local opportunities	Access to target audience	Scheme delivery	Sharing best practice	Comments
Disability groups including RNIB, RNID, local groups	✓	✓	✓	✓	✓	✓	As supporting partners the disability user groups have helped shape the schemes proposed and how they will be delivered with links to target audience
Passenger transport user groups	✓		✓	✓	✓		Public transport users groups have helped to shape scheme options and will play a vital part in their promotion and delivery to end users

10.4 Stakeholder support for the Nottingham Urban Area LSTF programme

A number of consultation interviews and workshops have been held to get feedback and gauge support for the emerging bid proposals from the business sector, third sector organisations and community groups. The workshops and discussions were represented by the business and education sector, the third sector and a gathering of community groups.

The business sector was represented by the Federation of Small Businesses, Derbyshire and Nottinghamshire Chambers of Commerce, Speedo, Cisco Systems, E.ON, Capital Shopping and Games City. The higher education sector was represented by the University of Nottingham and Nottingham Trent University. The third sector was represented by Age UK, Broxtowe BEST Community Workshop, Nottingham Community & Voluntary Service (NCVS) and Rural Community Action Nottinghamshire (RCAN).

These sessions indicate wide support for the main elements within the bid. The bid has also drawn on feedback from the Big Idea public survey (2008) and from LTP consultation. Summaries of the feedback from these consultation exercises are in **Appendix H.**

Work Package A: Enhanced smartcard integration and personalised journey planning solutions

Smartcard integration:

- The top five factors making somewhere a good place to live included public transport with 33% respondents agreeing (2010 Citizens Survey).
- 92% of respondents agreed that making it easy to get around using a range of transport modes was an important objective for local councils and transport operators in Greater Nottingham (Big Idea survey).
- Large and medium businesses value the development of multi-operator smartcards and the benefits they bring in more appropriate and affordable ticketing for their staff and additional benefits relating to access to their own, and public transport/cycling facilities.
- Nottingham Trent University have undertaken year on year investment in improving their smartcard project which provides access, e-purse and recording applications. This is currently fully integrated with local travel and university services enabling the university to offer further discounts for bus and tram travel and they fully support the wider integration with City services such as proposed cycle hub enclosures. The University of Nottingham also offer a smart card scheme for students and would like to see better discounts and term time ticketing offers.
- Within the community engagement sessions there was a strong view that the current ticketing offer was disappointing with no multi-operator ticket, inflexible period tickets and insufficient discounted fares in some cases. Smartcard integration with access to transport and other services was strongly supported.

Developing the smartcard integrated ticketing offer:

- All groups are strongly in favour of integrated ticketing, especially inter-modal and inter-operator tickets, and wish to see a smartcard offering access to other services within the city.
- The BEST group were keen to see a smartcard with period term tickets instead of just charging them for a set number of days, e.g. a smartcard could be valid for use during college term time.
- LTP consultation asked for smart ticketing/multi-operator ticket options across administrative boundaries and the need to address the cost of travel by public transport.
- The Min Stern Review (2011) recommended the development of a fully integrated smartcard encompassing all modes of transport (tram, bus train, cycle hire and car parking); and instalingl secure cycle parking at selected tram stops.

Personalised travel planning solutions:

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

Work Package B: Establish liveable neighbourhoods with Community Smarter Travel Hubs

Community Smarter Travel Hubs/local delivery model

- There is a very high level of support for the community delivery model. The response to having sustainable transport community hubs and local co-ordinators where local people had a say on the transport network and its support was overwhelmingly positive. The BEST community group are keen to be involved in prioritisation of local projects and to have access to more information on travel trends and innovation, and for this to be shared with the community.
- They were very supportive of a Neighbourhood Smarter Travel Coordinator being "…out in the community not holed up in a big public service building". All groups felt that libraries and surgeries would make ideal places for Neighbourhood Smarter Travel Co-ordinators to interact with people.
- Delivery organisations made the case that their local community workers were trying to do similar things on a smaller scale and a powerful neighbourhood team could be developed around the NTSC. Rural Community Action Nottinghamshire (RCAN) and Nottingham Community and Voluntary Service (NCVS) have excellent links with other organisations in the area and would be able to help disseminate information widely and help mobilise communities in support of this model.
- However there was concern about the volunteering aspect and an awareness of the need to support volunteers more strongly. NCVS have experience of managing volunteers and would be well placed to manage the recruitment and development of the volunteer Smarter Travel Champions network.

Liveable Neighbourhoods:

- Many groups including BEST, NCVS and RCAN, support neighbourhood development in terms of green infrastructure, CCTV, lighting and soft landscaping be included in the package to help create an environment appropriate for sustainable travel. RCAN in particular favoured community led neighbourhood planning projects whereby the community gets involved in decisions about their locality e.g. green infrastructure.
- 78% of respondents stated that greener travel options were either fairly or very important, with commensurate neighbourhood improvements being seen as fairly or very important by 55% of respondents (LTP consultation). This also showed support for the introduction of 20 mph zones in residential areas, providing this was implemented without the use of speed bumps.
- 14% felt road and pavement repairs were most in need of improving (Citizens Survey 2010) suggesting whilst the local area capital investment programme was delivering improvements, there is more to be done.

Work Package C: Supporting the needs of the business community

WorkSmart business support package:

- Businesses in Nottingham are actively involved in delivering more sustainable transport with investments by the larger companies, public bodies and the Universities running into millions of pounds per annum. However companies are facing recruitment difficulties even now and affordable access to transport is important for the lower paid whilst access to a wider labour market is needed for the highly skilled. Although businesses feel that they are provided with good support and facilities through the existing local authorities' travel planning work and online through the GNTP Big Wheel Business Club, there was a general feeling that they need more promotion of what's available and how to get that support, more face to face contact and activity within the programmes of other business support and membership organisations.
- All the businesses consulted welcomed an improved business support package in order to strengthen their performance with additional facilities and thought that more co-ordinated activity across industrial and commercial sites might promote joint ordering and delivery to adjacent businesses. The Derbyshire and Nottinghamshire Chamber of Commerce and the Federation of Small Businesses will provide channels for communications with businesses.
- The types of services businesses would like to see more of included: Improved websites for business related transport information and more travel planning practitioner workshops; Schemes to help finance travel plan initiatives, public transport and cycling access to employment and learning sites; A travel avoidance package based on ICT facilities such as video-conferencing which will also help

generate more business; Opportunities to propose local improvements to the retail offering; Tools to help companies and individuals audit their travel carbon footprints; and Cycling support.

- The third sector and community representatives were supportive of public transport and active travel incentives to support people into work and learning. They believed that improved promotion and presentation of sustainable travel information would be crucial to the success of any such schemes.

Developing the low carbon transport network:

- All surveys showed a keenness to move to a low carbon transport network and a variety of ways in which this could be carried out. For example respondents to the LTP3 consultation mentioned the 2020 Energy Strategy for the City which sets out proposals including "developing city electric vehicle charging infrastructure" and "incentivising and supporting electric vehicle options for public/private sector".
- LTP consultation respondents also asked local authorities to make use of alternative fuels, electric and low carbon transport modes and promote alternatives e.g. car clubs
- There is clear support for the establishment of car clubs and for doing so in a way that helps establish a low carbon transport network.
- The Mini Stern Reviwe (2011) identified that development of alternative fuelled vehicles was as an opportunity to enhance the attractiveness of central Nottingham for retail and other service sector businesses and ensure that the city centre becomes an attractive low emission are for shoppers, workers and tourists

Work Package D: Active travel solutions

Developing partnership working through Ucycle

- University of Nottingham and Nottingham Trent University have been involved in a successful cycling partnership project, Ucycle Nottingham, with Sustrans, the City Council and the Greater Nottingham Transport Partnership. Students and staff at the universities are very supportive of the project and both Universities see the project as an essential element of their sustainable transport offer.
- The project has promoted cycling to students and staff and provided loan bikes to over 400 students. The Universities have identified match funding to contribute to the Key Component bid to continue this programme.
- University of Nottingham expect to spend over £200k pa over the next few years on cycling and walking infrastructure associated with new developments. They would like to see short-term hire bikes for staff and student for inter-campus journeys linked to a public short term hire scheme and improved cycling routes between campuses and Beeston and Nottingham rail stations.
- Nottingham Trent University would like to see clear cycle lanes east west and north south across the city, improved cycling facilities at the Nottingham Station Hub and improved cycling routes from the station.

Promoting active travel in the community

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

11. Equality Impact Assessment

11.1 Introduction

A screening exercise has been undertaken to consider the impacts of the proposed LSTF programme for the nine groups identified in the Equalities Act 2010 and to ensure that that the measures proposed in the bid programme do not negatively impact on particular groups within the community and to identify any potential equality impacts. This is recorded in **Table 11.1**.

11.2 Key findings

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

The screening exercise identified the two issues to consider throughout the delivery of each work programme:

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

Table 11.1 Equality Impact Assessment
Nottingham Urban Area Local Sustainable Transport Fund Equality Impact Assessment Screening Document

Department: Development, Nottingham City Council
Service Area: Planning and Transport Strategy
Name and description of policy/ service/ function/ strategy being screened: **Nottingham Urban Area Initial Proposals Local Sustainable Transport Fund Bid (LSTF).** This Equality Impact Assessment Screening Exercise has been undertaken for the proposals presented in the Nottingham Urban Area Local Sustainable Transport Fund Bid which has been developed to meet the twin LSTF objectives of supporting local economic growth and increasing the uptake of low carbon travel options by focusing on key life stages as an opportunity to influence travel behaviour through three complementary work programmes: • **WorkSmart:** Improving access to employment and training to support local people into good jobs and an enhanced package of business travel support services to complement the introduction of the UK's first Workplace Parking Levy scheme and associated major public transport improvements including NET Phase Two; • **Early Intervention:** Measures to encourage sustainable travel for children, young people and families delivered through schools, leisure, community and health activities; • **NottiNGham LiviNG:** Measures to support people moving to and living in Nottingham to create the social, cultural and physical environment to support low carbon travel choices. An integrated package of sustainable transport measures across these three areas will create a "virtuous cycle" with each of the bid's work programmes reinforcing the benefits of the other two. Further information is contained within the Bid document which can be accessed at: www.mynottingham.gov.uk/lstf
Manager Responsible for Area: Chris Carter, Transport Strategy Business Manager, Nottingham City Council Jennie Maybury, Principal Transport Planner (Travel Demand Management), Transport Strategy Team, Nottingham City Council
Date screening completed: Tuesday 31st May 2011
Is completing this EIA a corporate priority? Yes

Key screening questions:
Could this policy or service and the way we deliver it affect some groups in society differently (negative impact)?
Can this policy or service and the way we deliver it promote equal opportunities (positive impact)?

Equality Strand	Assessment of Potential Impact of policy/service		Reason for the Assessment of Potential Impact (provided in previous column)	Are there any mitigating circumstances?	Actions Required (with timescales and name of responsible officer)
Disability	Positive	High	• The community travel hubs model has the potential to make it easier for disabled people to participate in volunteering activities and developing transport improvements/ initiatives of value to them in their local communities. • Improvements to the physical environment through the local transport improvements funded through the area capital programme and smarter travel interventions budget administered by community travel hubs and bring positive benefits for disabled users. • Work with other vulnerable users through personalised travel planning solutions and providing access to tele-services at the community travel hubs will also benefit those with limited mobility or access to personal transport. • In the Main Bid proposals to promote inclusive accessibility through the continued work already being done in partnership with the RNIB on confidence building and travel training for vulnerable users (including those with disabilities) will support and encourage users to travel by public transport. This work will be complemented by improvements being made by transport operators and the City Council to make public transport services more accessible. • Development of the @ccessadvr online journey planning tool and associated social media applications is specifically aimed at assisting disable people and people with limited mobility with travel information whilst planning a journey and during the journey.	A number of adjustments and initiatives to make transport and transport information more accessible to disabled people have been put in place (e.g. Disability Awareness Training for all tram staff) which the LSTF can build on. The Council's equality scheme sets out separate assessments for other major transport developments for example Nottingham Station Hub, NET (tram lines) Phase Two which will include measures to mitigate adverse impacts during construction phases.	Ensure Bid initiatives providing transport information is publicised in ways that are accessible to disabled people. Ongoing as part of programme inception and delivery. Officer responsible: LSTF Programme Manager.

Equality Strand	Assessment of Potential Impact of policy/service		Reason for the Assessment of Potential Impact (provided in previous column)	Are there any mitigating circumstances?	Actions Required (with timescales and name of responsible officer)
Religion/ Belief	Positive	Low	• The Bid strategy and proposals may be able to identify objectives that could help to improve safety and reduce hate crime against different faith groups whilst using sustainable transport modes. • Mosaic data for Nottingham shows a high proportion of environmentally conscious citizens who would be receptive to and participate in the sustainable transport solutions presented through the Bid proposals.		Ensure Bid initiatives providing transport information is publicised in ways that are accessible to minority ethnic people whose first language may not be English. Ongoing as part of programme development. Officer responsible: LSTF Programme Manager.
Sexual Orientation	Positive	Low	• The community travel hubs model has the potential to promote community cohesion by making it easier for lesbian, gay and bisexual people to participate in volunteering activities and developing transport improvements/ initiatives of value to them in their local communities. • Personalised travel planning solutions and community travel hubs could potentially help to encourage citizens to travel using sustainable travel modes confidently. • The Places for People work package in the Main Bid would support increased safety which would deliver attractive street environments and safer routes for which to walk, cycle, and while using public transport modes. • The Bid proposals may be able to identify measures that could help to improve safety and reduce hate crime against LGBT people whilst using sustainable transport modes.		

Equality Strand	Assessment of Potential Impact of policy/service		Reason for the Assessment of Potential Impact (provided in previous column)	Are there any mitigating circumstances?	Actions Required (with timescales and name of responsible officer)
Age	Positive	High	• Development of the smartcard initiative and piloting a travel support package for 16-19 students in the Key Component bid will ensure cost of transport does not prevent young people from accessing training and learning opportunities. • Continuation of the UCycle Nottingham programme at the universities and extending this approach to further education establishments will help to establish active travel patterns amongst young adults. • Work with other vulnerable users through personalised travel planning solutions and providing access to tele-services at the community travel hubs will also benefit older people and/or those with limited mobility or access to personal transport. • The Main Bid proposals present a range of early intervention initiatives aimed at working with children and young people (some with learning difficulties and low literacy levels) to support them to access and use sustainable transport modes such as cycling and public transport through active travel and personalised travel solutions.		

Equality Strand	Assessment of Potential Impact of policy/service		Reason for the Assessment of Potential Impact (provided in previous column)	Are there any mitigating circumstances?	Actions Required (with timescales and name of responsible officer)
Other (e.g. Community Cohesion)	Positive	Medium	• Developing the smartcard offer will improve access to a wider range of transport services for all groups. • The community travel hubs model has the potential to promote community cohesion by making it easier for (in particular) disabled people, women, older, LGBT and minority ethnic people to participate in volunteering activities and to influence the development of local transport services that meet their needs. • Increasing the provision and improving access to low carbon/sustainable transport choices will help to address the impacts of peak oil/rising fuel costs whilst also presenting opportunities to influence travel behaviour supporting economic, health and social objectives.		Longer term outcomes for example sense of place/liveable communities, increased levels of local people accessing good jobs and improved literacy amongst young people will be monitored as part of the ongoing evaluation of the success of the programme implementation.