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| 5 September 2012 | | ITEM 5 |
| Planning, Transport and Regeneration Overview and Scrutiny Committee | | |
| Local Sustainable Transport Fund Outcomes | | |
| Report of: Ryan Passfield, LSTF Project Leader | | |
| Wards and communities affected: All Wards | Key Decision: Non-key | |
| Accountable Head of Service: Andrew Millard, Head of Planning & Transportation | | |
| Accountable Director: David Bull, Director of Planning & Transportation | | |
| This report is Public | | |
| Purpose of Report: Briefing paper to address previous queries on the planned outcomes of the LSTF raised by Members of the Committee | | |

EXECUTIVE SUMMARY

The purpose of this report is to provide the Committee with further information on Thurrock's Local Sustainable Transport Fund project. Details are provided about how the project is to be monitored and a summary table is included detailing predicted outcomes calculated using a spreadsheet model. This approved methodology formed part of the bid agreed by the Department for Transport (DfT).

This report also contains a list of some of the non-quantifiable outcomes and benefits likely to be gained following delivery of Thurrock's LSTF project.

1. RECOMMENDATIONS:

- 1.1 The Planning, Transport and Regeneration Overview and Scrutiny Committee is asked to note the information contained in this briefing paper.**

2. INTRODUCTION AND BACKGROUND:

- 2.1** This briefing paper is produced to address previous queries raised at the last Planning, Transportation and Regeneration Overview and Scrutiny Committee meeting (14/06/2012). During that meeting, Committee Members requested further clarification on the projected outcomes of the project.
- 2.2** Information about each workstream is provided below:

Workplace Travel Planning

Thurrock Council is offering support to employers in Thurrock to help them develop and implement a Workplace Travel Plan. Workplace Travel Plans are long term strategies that set out how an organisation will manage and promote sustainable travel to its sites. They have been shown to have a wide range of financial, environmental and health benefits for employers and employees.

Aim

Our aim is to support as many businesses as possible (at least 20 medium and large employers) in Thurrock over the next three years. Specialist support is on offer to workplaces to develop a travel plan tailored specifically to their site, focussed on achievable actions. The overarching aim of this workstream is to encourage a modal shift towards sustainable transport from employees in Thurrock. Workplace Travel Plans will be updated annually and statistics on modal shift figures for each workplace will be collated on an annual basis. Last financial year (2011/12) Workplace Travel Plans were developed for both Thurrock Council and Orsett Hospital.

Personalised Journey Planning (PJP)

PJP is defined by the Department for Transport as ‘a technique that delivers information, incentives and motivation to individuals to help them voluntarily make sustainable travel choices’. PJP is a conversation between a Travel Advisor and a resident, usually on the doorstep. During the conversation, the Travel Advisors help residents identify and suggest alternatives that they could use to taking the car. The Advisors offer suitable resources such as maps or information leaflets which may help the resident try their new solution. PJP will be carried out for a period of 16 weeks each year, for each of the remaining 3 years of the LSTF. This year there is a focus on Grays and Chadwell St Mary.

Aim

During the first year (2011/12) 1,067 households (2,783 residents) participated in the PJP intervention, representing 32% of those targeted. 60% of those surveyed had already made, or intended to make, a change in their travel behaviour toward sustainable modes of travel. Throughout the remaining 3 years of the LSTF the aim is for all residents in the Borough to be contacted through various methods, on their doorstep, through community engagement activities, etc. Travel diaries to monitor before and after results of residents travel mode choice will indicate the modal change as a result of the PJP work. Previous work elsewhere has highlighted significant success in reducing traffic and encouraging a modal shift through personalised journey planning.

Marketing and Promotion

A marketing and communications plan has been developed which sets out the chosen brand identity – ‘Travel Thurrock – Smarter Choices’ and the

accompanying logo. In order to ensure a consistent approach to marketing and promotion across all workstreams, a set of brand guidelines have been produced. The web team are currently restructuring and re-branding the travel information that is already available on the Council's website. In order to create brand awareness, a 4 month Borough-wide advertising campaign was carried out including blanket advertising on buses, street-liners, billboards and bus stops. Press releases and full page advertisements were placed in all local newspapers and online adverts on newspaper websites were also used. The Travel Thurrock project was launched on 1st March 2012. The awareness campaign will continue throughout the remaining 3 years of the LSTF project.

Aim

The aim of the marketing workstream is to ensure a consistent approach to marketing for each workstream and to raise awareness of the project and individual workstreams. The anticipated outcome of this workstream is that there will be a greater awareness amongst residents to consider the mode of travel that they use and as a result there is a modal shift towards sustainable modes of transport.

Sustainable Travel to Schools

This workstream is working directly with the school children to promote walking, cycling and road safety. Thurrock officers are carrying out cycle training and numerous promotional activities with the schools, including Walk Once a Week, Cyclicious and Walk to School Month. All school travel plans will be updated and walking and cycling infrastructure measures (cycle parking and access improvements aimed at facilitating walking and cycling) will be implemented at schools.

Aim

Modal shift patterns are being monitored through the school travel plans and through the School Travel Health Check. It is anticipated that there will be an increase in school pupils walking and cycling to school as a result of the LSTF activities.

Freight Quality Partnership (FQP)

A Thurrock FQP has been established and meetings are held quarterly. Initial key freight issues for Thurrock have been identified through stakeholder consultation. These include air quality, congestion, lorry parking and skills shortages. As part of the FQP members are being offered Safe and Fuel Efficient Driving (SAFED) training to improve fleet operational efficiency, reduce pollution and improve air quality. Additionally, a Thurrock ECO Stars Fleet Recognition Scheme will be rolled out this year. The ECO Stars scheme rates individual vehicles and a fleet's overall road transport operation using star rating criteria, to recognise levels of operational and environmental performance.

Aim

A series of KPI's have been set to monitor the outcomes of the FQP. These include:

- Number of operators and vehicles signed up to the ECO Stars programme
- The potential quantified level of emissions reduction and lowered fuel consumption as a result of the ECO Stars programme
- Number of drivers and organisations participating in the driver training programme
- The quantified saving in miles per gallon that results from each driver training session

Lift Sharing

A lift sharing website has been developed for Thurrock residents and employees. This is a matching service enabling residents and employees who are travelling in the same direction and at the same time to travel together. This lets participants share the cost of travel whilst at the same time reduces emissions and helps to tackle congestion.

Aim

The lift sharing website shows a range of statistics for example the number who have signed up, the number who are actually car sharing as a result of the website and the carbon savings. This data will be collated, evaluated and reported throughout the LSTF project period.

Walking and Cycling

Key capital walking and cycling schemes are being funded through the LSTF. These schemes are being prioritised based on their access to employment, schools and services. Last year the LSTF delivered several schemes including the provision of shared use paths, footway widening and the creation of completely new shared use paths.

Aim

Cycling statistics in Thurrock will be measured through cycle loop monitoring to see whether there has been an increase in cycling throughout the LSTF period. Walking monitoring data is to be collated through the workplace and school travel plans as well as through the PJP travel diaries. The overarching programme aims to provide Thurrock with joined up cycle and footpaths which facilitates cycling and walking within the Borough.

Public Transport Improvements

Under this workstream all bus leaflets, mapping and timetabling information will be updated and presented in an easy to read format. A programme of upgrading the bus shelters, lines and signs will be undertaken. Funding has also been used to subsidise the Number 11 bus route. Another element of this workstream is station Travel Planning. During the LSTF fund period we aim to produce Travel Plans for all 7 rail stations in the Borough. Last year we

developed the Travel Plan for Chafford Hundred station, this year we are working on Grays station.

Aim

The overarching outcome of this workstream is that public transport patronage increases. Although it can't be easily directly attributed to the LSTF funding, patronage figures for bus and train will be collated. This will be supplemented by the information from the PJP travel diaries. Additionally the station travel plans will carryout a survey every 2 years which will monitor modal shift towards public transport.

2.3 In summary the table below that formed part of Thurrock's bid agreed by the DfT, shows predicted outcomes calculated using a spreadsheet model. Census and other data provided the model's base and the results from the DfT Sustainable Travel Demonstration Towns Evaluation were used to project/predict what levels of change were achievable from the package of measures proposed by Thurrock.

| Outcome | Baseline | End of LSTF | Change |
|---|--------------------------|--------------------|---------------|
| Traffic (Million Vehicle Kilometres) | 2009 | 2014/15 | |
| • Whole Network | 1,647,252,323 | 1,596,266,523 | -3.1% |
| • Local Network only | 724,791,022 | 673,805,223 | -7.0% |
| Carbon Dioxide Emissions (Tonnes) | 2008 | 2015 | |
| • Total | 1,791,870 | 1,781,316 | -0.6% |
| • Road Transport | 443,920 | 433,366 | -2.4% |
| Mode Share to School – Primary (%) | 2008/09 | 2014/15 | |
| • Car | 34.4% | 29% | -17% |
| • Car Share | 3.8% | 5% | 32% |
| • Public Transport | 2.4% | 2% | 0% |
| • Walk | 57.8% | 60% | 4% |
| • Cycle | 1.5% | 4% | 167% |
| • Other | 0.1% | 0% | 0% |
| Mode Share to School – Secondary (%) | 2008/09 | 2014/15 | |
| • Car | 20.8% | 17% | -18% |
| • Car Share | 2.0% | 2% | 0% |
| • Public Transport | 17.5% | 18% | 3% |
| • Walk | 52.3% | 54% | 3% |
| • Cycle | 4.9% | 7% | 43% |
| • Other | 2.5% | 3% | 20% |
| Mode Share to Work (%) | 2001 (census) | 2015 | |
| • Work mainly at or from home | 6.9% | 6.9% | 0% |
| • Underground, metro, light rail, tram | 1.0% | 1.0% | 0% |
| • Train | 13.4% | 14.8% | 10% |
| • Bus, minibus, coach | 4.4% | 6.0% | 37% |
| • Motor cycle, scooter or moped | 1.5% | 1.5% | 0% |

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|-----------------------------|-------|-------|-----|
| • Driving a car or van | 57.6% | 52.4% | -9% |
| • Passenger in a car or van | 6.4% | 6.6% | 4% |
| • Taxi or minicab | 0.7% | 0.7% | 0% |
| • Bicycle | 1.7% | 2.3% | 38% |
| • On foot | 6.2% | 7.5% | 20% |
| • Other | 0.3% | 0.3% | 0% |

In addition, other non-directly quantifiable outcomes and benefits are anticipated to include:

- Employment growth from the freeing up of road capacity to enable economic development to come forward
- Improved access to key services by public transport, walking and cycling
- Reduced road traffic collisions and injuries
- Reduced child obesity, particularly at schools where sustainable transport infrastructure is improved and modal shift away from the car is achieved
- Reduced adult obesity and increased physical activity
- Contribution to increases in life expectancy from reductions in obesity, cardiovascular disease and diabetes as a result of increased physical activity
- The possibility of revoking freight related air quality management areas following on from the successful delivery of the LSTF freight package measures

3. Project Monitoring/Evaluation

- 3.1 Set out in Section 2 of this report, the Council will gather project evaluation data throughout the project period using diaries, various forms of survey, cycle counts, etc. (as required by the DfT).
- 3.2 Last years project delivery was reported back to the DfT via an online reporting tool. Going forward, the DfT is looking at other ways to monitor and evaluate LSTF Projects. There may be an opportunity for Thurrock to apply for additional funding to monitor its LSTF results. Additionally, the Council could be selected as a chosen pilot to provide more in depth monitoring and evaluation details.

4. IMPACT ON CORPORATE POLICIES, PRIORITIES, PERFORMANCE AND COMMUNITY IMPACT

- 4.1 The Local Sustainable Transport Fund project addresses the Council's priorities within the community, with emphasis on the priorities to encourage and promote job creation and economic prosperity and to ensure a safe, clean and green environment.

5. IMPLICATIONS

5.1 Financial

Implications verified by: **Michael Jones**
Telephone and email: **01375 652772**
mxjones@thurrock.gov.uk

This report is a briefing paper and there are no financial implications arising.

5.2 Legal

Implications verified by: **Alison Stuart**
Telephone and email: **Principal Housing and Regeneration Solicitor**
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This report is a briefing paper and there are no legal implications arising.

5.3 Diversity and Equality

Implications verified by: **Samson DeAlyn**
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This report is a briefing paper and there are no diversity or equality implications arising.

6. CONCLUSION

- 6.1 The LSTF programme enables the Council to deliver a broad package of sustainable transport measures which will benefit the community.

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