



Derby City Council

**PLANNING, HOUSING AND LEISURE  
OVERVIEW AND SCRUTINY BOARD  
11 June 2013**

# ITEM 7

Report of the Strategic Director of  
Neighbourhoods

## Local Sustainable Transport Fund (LSTF) Update

### SUMMARY

- 1.1 This report updates Members on the aims and objectives of the Local Sustainable Transport Fund (LSTF) programme, including details on the five key strands and projects.
- 1.2 It also informs Members about progress made since the programme was approved by cabinet on the 5 December 2012.

### RECOMMENDATION

- 2.1 To note the information in this report relating to the overall context, aims and objectives and key projects of the Local Sustainable Transport Fund (LSTF) programme.
- 2.2 To note progress made to date, including 2012/13 delivery, and upcoming key projects and campaigns.
- 2.3 To note the detail of the current LSTF programme, including project costs and delivery timescales in Appendix 2.

### REASONS FOR RECOMMENDATION

- 3.1 To ensure that the Board is fully informed of the overall LSTF programme.
- 3.1 To ensure that the Board is fully informed of progress, developments and upcoming activity on the LSTF programme.

### SUPPORTING INFORMATION

- 4.1 In August 2012 the Council were awarded £4.9220m grant funding from the Department for Transport (DfT) made up of £1.8458m capital and £3.0762m revenue.
- 4.2 The LSTF bid was shaped in partnership with a number of third parties, including businesses, service providers and other interested stakeholders. Several schemes named in the bid will be delivered in partnership between the council and third parties, or directly by third parties.

- 4.3 The aim of the LSTF is to enable the delivery of sustainable transport solutions that support economic growth while reducing carbon. This is achieved by encouraging people to travel by sustainable modes of travel including walking, cycling, car sharing, public transport and also promoting flexible working practices such as home working, remote working and telecommunications.
- 4.3 The LSTF target area is predominately the south east of Derby, and targets employers, employees and job seekers with a number of schemes and initiatives affecting two or more wards in the city. However, following the launch of the Connected brand (see 4.16) several LSTF marketing projects have been expanded to other areas of the city.
- 4.4 The LSTF core team was established between September 2012 and November 2012 including Programme Co-ordinator, Engagement Officer, Project Officer and Marketing Officer.
- 4.5 At its 5th December 2012 meeting the Cabinet approved the detail of the 3 year LSTF programme, for both capital and revenue schemes. At this meeting the Cabinet also approved the commencement of LSTF schemes and procurement activities in line with delegated approvals. This included a range of creative and innovative behavioural change projects in addition to more traditional transport investments.

### **LSTF Strands and Key Projects**

- 4.7 To effectively target delivery of the LSTF in order to meet the LSTF aims, the programme was developed around 5 themes:

- 4.8 **Strand 1 - Improve sustainable transport options for commuters and businesses**

A number of businesses and development sites located in the south east quadrant of Derby are at present quite difficult to reach by sustainable modes of transport. This strand delivers a package of measures to improve bus services, cycle and pedestrian routes, cycle hub and access from the nearby Derby rail station and riverside.

Key projects in strand 1 include Pride Parkway Toucan Crossing, Riverside Connections, Riverside Cycle Route, Spondon to Raynesway Cycle Route, Peartree to Raynesway Cycle Route, Full Street Contra Flow, Riverside Cycle Hub, Bus Stop Improvements, Electronic Information Displays, new Bus Services including 111 and 73 and Magic-touch Technology.

- 4.9 **Strand 2 - Encourage behaviour change through a smarter choices package**

To persuade people to switch to sustainable modes of travel, it is important to tackle the barriers to behaviour change, including habits and social norms, which prevent sustainable travel. Based on the outcomes of business consultation we developed a comprehensive package of marketing activities, incentives and travel information products for both employers and individuals.

Key projects in strand 2 include Connected Brand Development, Marketing of LSTF Projects, Connected Website, Personalised Travel Planning (PTP), Cycle Derby

Marketing, Adult Cycle Training, Cycle Maintenance, Public Transport Promotion, Bus Taster Tickets, Employers' Subsidised Bus Tickets and Wi Fi on Buses.

4.10 **Strand 3 - Enable job-seekers to access employment at targeted sites**

This strand includes a range of schemes and incentives to ensure that transport is not a barrier to local people trying to access employment opportunities at existing and new businesses in Derby.

Key projects in strand 3 include Wheels 2 Work, Personalised Travel Planning for Job Seekers, Bike Recycling Scheme, Multi-modal Journey Planner, Discounted Bus Travel for Job Seekers and Pocket Places for People.

4.11 **Strand 4 - Work with employers to support sustainable travel**

Through strand 4 we are working with employers to maximise the business efficiency of their own sustainable transport improvements and to support joint initiatives between employers.

Key projects in strand 4 include Travel Plan Officers Network, Sustainable Travel Forum, Car Share Database and the Travel Advice Service (TAS). The TAS is a key service of the LSTF programme and acts as the glue that binds the Connected offer.

4.12 **Strand 5 - Ensure new developments build in sustainable travel options from the start**

Throughout programme delivery the LSTF team will be working to provide a robust evidence base to inform future programmes, projects and policy development and delivering projects in such a way that the LSTF legacy continues after the funding period.

Key projects in strand 5 include improved guidance and tools for developers, a robust monitoring and evaluation framework and overall programme coordination.

### **LSTF Progress to Date**

4.13 Since receiving the DfT grant award letter in September 2012 the LSTF team has been concentrating on getting the programme up-and-running. This has included engaging with partners and stakeholders, the development and launch of several key projects, the establishment of a communications and marketing strategy and sustainable travel brand. These activities now form the core 'offer' available to businesses and individual's.

4.14 Across the 5 strands the programme is delivering both a range of physical improvements and also a programme of engagement, communication, information and promotional activities. Over the first 6 months of the programme the following have been developed and are currently being delivered:

- Travel Advice Service for businesses, including taster tickets, travel advice, transport management advice, adult cycle training, roadshows, competitions, campaigns, and access to all the LSTF offers, including grant scheme
- Personalised Travel Planning service for employees
- A number of Business specific engagement events

- Car share database
- Wheels to Work service
- Bike Recycling Scheme (Bike Back Derby)
- Job Seekers discounted bus tickets
- Grant scheme established for businesses and groups to develop their own sustainable travel solutions (see 4.17)
- WiFi installed on targeted bus services
- Bus stop improvements in the area, including magic touch smart phone technology and information
- Improved Pride Park 'Park and Ride' services
- Commencement of Pocket Places for People in the Normanton area
- Public transport information provided as part of the rail station interchange improvements
- The Connected brand has been developed (see 4.16)
- Developed a range of branded promotional materials, goods, incentives and information leaflets
- Developed a monitoring and evaluation framework
- Developed an eCRM to coordinate delivery partner activity across businesses
- A range of complementary Better by Bus projects and activities have also been launched.

- 4.15 Please see appendix 2 for more information on all LSTF projects including brief descriptions, current progress and financial allocations.
- 4.16 One of the key projects in the LSTF programme was to establish a brand to encompass all Sustainable Travel promotional activity. The brand name of 'Connected' with the slogan of 'Keeping Derby Moving' was created following internal and external consultation. The aim is that LSTF has kick-started a legacy of sustainable travel behaviour choices and the Connected brand will drive this forward by proving a recognised brand for the city. The brand will provide the consistency, coherence and coordination of a significant amount of activity over the next two years, and will open up the information and promotional activities to a wider audience across the whole of the city.
- 4.17 In addition to the projects mentioned in 4.14, a LSTF grant scheme has been developed to enable businesses to improve the provision of sustainable travel options to their employees and leave the legacy of sustainable travel. Businesses can apply for both revenue and capital funding for cycle parking, showers, lockers, events, campaigns, electric vehicle charging points and other sustainable travel projects and infrastructure. Since the scheme was launched in February 2013 we have received 6 applications from local businesses ranging from £10,000 to £25,000. Out of the 6 applications 4 have been approved by the independent scoring panel and 2 are still being reviewed.
- 4.18 The LSTF team has taken a lead role in joining up the activities of key DCC programmes, including Better by Bus, DEGF and Bespoke. This has identified opportunities for joint marketing, promotions and events. For example, the LSTF, DEGF and Bespoke programmes all have grant funding schemes which are now promoted jointly to businesses to maximise grant applications.

## Key Activity Planned for 2013/14

- 4.19 A significant high profile launch of the Connected brand, website, journey planning tool and promotion of all of the services that have recently been established will take place in June as part of the Inspiring Derby Week.
- 4.20 In 2013/14 work will start on key capital LSTF projects including the Riverside Cycle Route, Riverside Connections, Pride Parkway Toucan Crossing, Full Street contra flow and Riverside Cycle Hub.
- 4.21 The delivery of Connected behavioural change projects, such as Travel Advice Service and Personalised Travel Planning, will start intense engagement with employers and employees in the LSTF area.
- 4.22 Targeted 'sprint' campaigns will be delivered at different times of the year to promote sustainable travel modes and Connected projects. These will include targeted marketing campaigns at employers and employees involving all delivery partners and internal communications.
- 4.23 The LSTF team are also investigating the potential of further sustainable transport projects including Cycle Hire Scheme, Car Clubs, Additional Wi-Fi on buses.

## OTHER OPTIONS CONSIDERED

- 5.1 None

This report has been approved by the following officers:

<b>Legal officer</b>	N/A
<b>Financial officer</b>	N/A
<b>Human Resources officer</b>	N/A
<b>Estates/Property officer</b>	N/A
<b>Service Director(s)</b>	Christine Durrant
<b>Other(s)</b>	Paul Clarke Rachel Harvey

<b>For more information contact:</b>	Adam Sendall 01332 641777 adam.sendall@derby.gov.uk
<b>Background papers:</b>	None
<b>List of appendices:</b>	Appendix 1 – Implications Appendix 2 – LSTF Programme Detail

## IMPLICATIONS

### Financial and Value for Money

- 1.1 The programme is being delivered according to annual spend profiles set by the Department for Transport (DfT). Both capital and revenue funding is claimed in arrears and is ring-fenced to delivery of programme.
- 1.2 Financial management will follow the Council's Contract and Financial Procedure Rules. Financial accountability and monitoring of the programme will be reported through the Highways and Transport Programme Board.

### Legal

- 2.1 Procurement of services and projects will be in line with the Council's Contract and Financial Procedure rules

### Personnel

- 3.1 None

### Equalities Impact

- 4.1 A primary aim of the LSTF Programme is to provide increased travel opportunities for job seekers and to improve the equality of opportunity to access employment.

### Health and Safety

- 5.1 None

### Environmental Sustainability

- 6.1 A primary aim of the LSTF programme is to reduce carbon emissions.

### Property and Asset Management

- 7.1 None

### Risk Management

- 8.1 None

### Corporate objectives and priorities for change

- 9.1 The LSTF programme will help create a **thriving sustainable economy** specifically

reducing emissions from industry and transport.