

Finance and Resources Committee

10am, Tuesday, 27 August 2015

Approval for Appointment of Workplace Travel Planning Consultant for Smarter Choices, Smarter Places

Item number	7.24
Report number	
Executive/routine	
Wards	

Executive summary

In April 2014, Paths for All, on behalf Transport Scotland, informed the City of Edinburgh Council that the Council had been allocated £496,371 of revenue funding for Smarter Choices Smarter Places (SCSP) activities during 2015/16. This was reported to the Transport and Environment Committee on 14 January 2015 and it was agreed that the programme be undertaken.

The SCSP funding will be applied to behaviour change activities, aimed at persuading and encouraging people to undertake more journeys by active travel and reduce the number of car journeys. A key objective of the Council's SCSP programme is the delivery of workplace travel planning. This specialised activity requires consultancy support. In accordance with the guidance on the appointment of consultants, an OJEU open tender process has been undertaken. Committee approval is sought to award the contract to Grontmij Limited for a value of £122,532.00.

Links

Coalition pledges	P45 and P50
Council outcomes	CO22 , CO24 and CO26
Single Outcome Agreement	SO2 and SO4

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Recommendations

- 1.1 It is recommended that Committee approves award of the workplace travel planning contract to Grontmij Limited for a value of £122,532.00.

Background

- 2.1 The SCSP programme of behaviour change initiatives complements the Council's outcome to increase walking and cycling trips.
- 2.2 The draft SCSP programme was agreed by the Transport and Environment Committee on 13 January 2015. At this meeting, the Committee also agreed that delegated powers be granted to the Director of Services for Communities, in consultation with the Convener, Vice Convener, the Active Travel Forum, and Transport and Environment spokespersons to develop and agree a programme for the SCSP funding. A programme has now been developed, and delivery is now underway.
- 2.3 Travel planning is recognised as one of the key behaviour change tools to encourage people to undertake more journeys by active travel. The investment in travel planning is therefore a very significant aspect of the SCSP programme.
- 2.4 Instigating travel planning involves engaging people directly about their current travel patterns, needs and barriers to alternative travel options. From this basis an open dialogue can commence about the options that are available to them to travel in other ways and how to support them in choices they wish to make.
- 2.5 Travel planning can be undertaken in various formats, including events, one-to-one 'clinics', promotional materials and online tools.

Main report

- 3.1 On 29 May 2015, an OJEU contract notice for a single stage open procedure was published in the Public Contracts Scotland Portal inviting expressions of interest from suitable applicants to deliver the contract. Interested parties responding to the notice were provided with the tender documentation.

- 3.2 All interested applicants submitted their response by the closing date of 13 July 2015.
- 3.3 To ensure that the tender was awarded to the providers offering best value, the bids were assessed based on the most economically advantageous tenders. The weightings used for the selection of the consultant was based on Quality 70% and Price 30%.
- 3.4 Tenders were independently scored in relation to quality and price. The tender returns were checked for compliance and all were deemed compliant by the evaluation panel.
- 3.5 The quality analysis was based on weighted Award Criteria questions, which were scored using a 0 to 4 matrix. Following completion of the quality analysis, tenders that pass the minimum threshold score of 50% for quality were subject to a cost analysis.
- 3.6 The cost element was assessed on the prices submitted for a lump sum fee to carry out all services detailed in the specification. The tenders were independently evaluated and the results of the evaluation process are shown below:

Bidder	Quality Score 70%	Price Score 30%	Combined Total 100%
Grontmij Limited	64.75	30.00	94.75
Bidder 2	58.63	15.32	73.95
Bidder 3	57.75	14.20	71.95
Bidder 4	51.63	14.58	66.20
Bidder 5	47.25	16.82	64.07
Bidder 6	45.50	15.81	61.31
Bidder 7	36.75	15.37	52.12

- 3.7 Tendered prices ranged from £122,532.00 to £258,839.31
- 3.8 The outcome of the tender evaluation is that Grontmij Limited submitted the most economically advantageous tender at a cost of £122,532.00 and has been identified as the Preferred Bidder based on quality and price.

- 3.9 Grontmij Limited will undertake a set of travel planning activities targeted at Edinburgh's larger employers. These include:
- promotional events,
 - one-to-one personalised travel planning,
 - workplace promotional materials,
 - locality specific travel maps; and
 - incentives to travel actively.
- 3.10 Grontmij Limited's travel planning scheme will have a focus on one-to-one personalised travel planning. Grontmij Limited has demonstrated through its submitted plan, past experience and expert knowledge that this approach will be an effective way of promoting active travel and increasing the numbers of employee's walking and cycling.
- 3.11 Some existing workplace active travel engagement programmes are already in existence in Edinburgh, through organisations like Sustrans and the Bike Station. Furthermore some business groups, such as Edinburgh Park, are actively seeking to engage in travel planning. Grontmij Limited's programme will build on these links and establishing new ones so significant progress is made towards establishing a single network of coordinated workplace travel planning across the city. Establishing this network will increase the numbers of employees engaged and quality of this engagement. It will also improve the self-sustaining legacy of this travel planning programme beyond the SCSP funding.

Management and Staffing Arrangements

- 3.12 The SCSP programme is managed using PRINCE2 methods, to ensure effective organisation and accountability.
- 3.13 The Travel Planning project will be managed by a full time member of the City of Edinburgh Council staff, who will liaise with Grontmij Limited. The timeframe and scale of the project to reach workplaces outside of the Council means that the procurement of Grontmij Limited, as an expert in travel planning, is necessary.

Measures of success

- 4.1 Measures of success will be developed in the Project Plan, in accordance with the guidelines stipulated by the Scottish Government, these include:
- Increased awareness of active travel routes in the target area (%).

- Increased awareness of sustainable travel facilities in the target area (%).
 - Provision of promotional materials and maps related to the key local destinations in the target area by foot and bike (No).
 - Numbers of employees: (1) engaged with the programme, (2) engaged in personalised travel planning, (3) who have increased or are considering increasing their level of active travel.
 - Changes in attitudes toward active travel as a positive and possible way of getting around the city.
- 4.2 Following the project, it is also intended to carry out longer term measurements:
- increases in local walking/cycling/public transport journeys, over the baseline (%).
 - reductions in single occupancy car/van journeys, over the baseline (%).

Financial impact

- 5.1 The total SCSP programme value is £992,742. This comprises 50% match by the Council and project partners: Living Streets, SEStran, Edinburgh Fringe Festival and CycleStreets. The remaining 50% is from the SCSP grant funding (Scottish Government administered by Paths For All).
- 5.2 The costs associated with procuring this contract are estimated at up to £10,000.
- 5.3 A budget of £262,150 has been allocated within the overall SCSP programme to undertake this consultancy work.
- 5.4 The funding from Transport Scotland for SCSP is time limited and needs to be spent within the current financial year.
- 5.5 Given the cost of the contract to be awarded is £122,532.00; this leaves additional funds of £139,618.00 which will be re-allocated to projects within SCSP.

Risk, policy, compliance and governance impact

- 6.1 Procurement guidelines for using consultants are being closely adhered to.
- 6.2 The project provides a positive impact in delivering the Local Transport Strategy and Active Travel Action Plan.

Equalities impact

- 7.1 An Equalities and Rights Impact Assessment has been undertaken, and will be maintained as part of the project.
- 7.2 There is likely to be positive impacts on enhancing a range of human rights. In particular, the project promotes: an increased awareness of vulnerable road users; engagement in and information regarding active travel options and accessibility to destinations including work; the health and social benefits through exercise and well being; reduction in road traffic and associated injury; promotion of the highway code; employment and upskilling of officers and partners in behaviour change; and a greater acceptance of the cycling or walking community.
- 7.3 There are potential positive impacts on protected characteristics, such as gender and disability. These will be considered in the development of proposals, in particular through additional research (eg through desk studies and focus groups, and the Active Travel Forum).
- 7.4 There are unknown areas of potential impact in terms of older and younger age groups, gender reassignment, race, and religion. Further research (eg through feedback surveys) will be undertaken to assess any barriers to engagement in active travel that may be experienced by these groups, and recommendations will be integrated into the project proposals and future development. Regarding the older and younger age groups who are not working, other aspects of the wider SCSP programme are targeted to reach them.

Sustainability impact

- 8.1 The impacts of this report in relation to the three elements of the Climate Change (Scotland) Act 2009 Public Bodies Duties have been considered, and the outcomes are summarised below. Relevant Council sustainable development policies have been taken into account and are noted at Background Reading later in this report.
- 8.2 The project will help develop and contribute towards the outcomes of the Active Travel Action Plan and Sustainable Energy Action Plan. In so doing the proposals in this report will reduce carbon emissions, increase the city's resilience to climate change impacts, and help achieve a sustainable Edinburgh.

Consultation and engagement

- 9.1 The development of the SCSP programme has been informed by a series of market research exercises in 2013-14, involving more than 150 Edinburgh resident participants in focus groups and over 2,500 residents in household interviews. Presentations have been made to various groups, including university students, the Cycle Forum, and transport professionals in Edinburgh. The findings of these have been documented in the Council's Active Travel Marketing Strategy.
- 9.2 The Council's Active Travel Forum has been consulted on the composition of the SCSP programme, including travel planning and is supportive of it. Engagement with and reporting to the forum will continue throughout the project.
- 9.3 Further consultation with relevant groups involved in travel planning has been undertaken and will continue throughout the project.

Background reading/external references

[Active Travel Action Plan](#)

[Smarter Choices, Smarter Places 2015/16 Application Guidance, November 2014](#)

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Links

Coalition pledges	P45 - Spend 5% of the transport budget on provision for cyclists P50 - Meet greenhouse gas targets, including the national target of 42% by 2020
Council outcomes	CO22 - Moving efficiently – Edinburgh has a transport system that improves connectivity and is green, healthy and accessible CO24 - The Council communicates effectively internally and externally and has an excellent reputation for customer care CO26 - The Council engages with stakeholders and works in partnership to improve services and deliver on agreed objectives
Single Outcome Agreement	SO2 - Edinburgh's citizens experience improved health and wellbeing, with reduced inequalities in health SO4 - Edinburgh's communities are safer and have improved physical and social fabric
Appendices	1. Summary of Tendering and Tender Evaluation Process

Appendix 1

Summary of Tendering and Tender Evaluation Processes

Procurement of Workplace Travel Planning Consultant

Contract period	1 year
Estimated contract value	£262,150.00
Standing Orders observed	2.4
Governing UK Regulation	Public Contracts (Scotland) regulations 2012
Invitations to tender issued	52
Tenders returned	7
Tenders fully compliant	7
Recommended suppliers	1
Primary criterion	Most economically advantageous tender 70% Quality 30% Price