

Finance and Resources Committee

10am, Thursday, 9 June 2016

Approval for 'Smarter Choices, Smarter Places' 2016/17 - Travel Planning Consultants

Item number 7.17

Report number

Executive/routine

Wards

Executive Summary

In March 2016, the draft 'Smarter Choices, Smarter Places' (SCSP) programme for 2016/17 was approved by the Transport and Environment Committee. In addition, in April 2016, Transport Scotland confirmed the City of Edinburgh Council has been successful in bidding for its indicative revenue funding allocation for SCSP activities during 2016/17. The total amount allocated from the Scottish Government is £452,663, with 50% match funding required from the Council. The funding will be applied to behaviour change methods, aimed at persuading people to consider, and reduce, the number of driver-only private car journeys that they make during 2016/17. A key aspect of the SCSP programme is undertaking travel planning at a value of up to £95,000. This is a specialised activity which requires consultancy support. The purpose of this report is to gain pre-approval for this consultancy support.

Links

Coalition Pledges [P45](#) and [P50](#)

Council Priorities [CO22](#), [CO24](#) and [CO26](#)

Single Outcome Agreement [SO2](#) and [SO4](#)

Approval for 'Smarter Choices, Smarter Places' Travel Planning Consultants

1. Recommendations

- 1.1 It is recommended that Committee pre-approve the appointment of consultants to continue building on the outcomes of the SCSP project in 2015/16, to deliver a city-wide travel planning programme with external organisations across Edinburgh, which will contribute towards a key commitment in the Local Transport Strategy. The anticipated value of the contract is up to £95,000.

2. Background

- 2.1 As part of the Council's SCSP programme in 2015/16, 38 business sites in Edinburgh participated in a workplace travel planning project. The aim was to encourage people to reduce their car use in favour of more sustainable alternatives such as walking, cycling and public transport when travelling for work purposes. Specifically, the project aimed to address single occupancy car use at sites where this is an issue.
- 2.2 The City of Edinburgh Council has already made substantial investment in improving active travel infrastructure with resulting increases in walking and cycling. The SCSP programme of behaviour change initiatives will complement this investment and maximise the potential increase in walking and cycling.
- 2.3 Travel planning is recognised as a key behaviour change tool to encourage people to undertake more journeys by active travel. This £95,000 investment in travel planning is therefore a very significant aspect of the SCSP programme.

3. Main report

- 3.1 The aim is to undertake a set of travel planning measures within large workplaces in Edinburgh during the financial year 2016/17. Similar to the workplace travel planning project in 2015/16, these will include promotional events, one-to-one personalised travel planning, workplace promotional materials, area-specific travel maps and active travel incentives. More detail regarding the content of the project is outlined in Appendix 1.

- 3.2 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 are actively seeking to engage in travel planning, such as Edinburgh Park. Through building on these links and establishing new ones, this programme shall engage significant numbers of employees in using more sustainable transport solutions.
- 3.3 In addition, there is a specified programme of travel planning initiatives specifically for the City of Edinburgh Council workplace sites. These include engaging cross-departmental action and policy support for active travel, travel planning initiatives for staff, and potentially financial support for active travel facilities at Council workplaces.

Management and Staffing Arrangements

- 3.4 The project will be managed using PRINCE2 methods, to ensure appropriate organisational arrangements are in place and accountability.
- 3.5 The project will be managed by a full time member of the City of Edinburgh Council staff. However, the timeframe and scale of the project to reach workplaces outside of the Council means that the procurement of expert travel planning consultants is necessary.

Procurement Approach

- 3.6 Under the guidance of Commercial and Procurement Services (CPS), the procurement of the consultant will take the form of a mini competition utilising Scotland Excel Engineering and Technical Consultancy Services Framework, lot 7 - Project Management undertaking an NEC3 Option A contract to ensure fixed costs throughout the delivery.
- 3.7 Ten suppliers who have secured a position within lot 7 will be invited to tender. It is anticipated the Council will receive a 20-50% return rate to its tender advert (2 to 5 bids).
- 3.8 In order to decrease the time to market, the Council will not alter the standard price/quality ratio set at framework inception, 60% quality and 40% price.
- 3.9 Commercial and Procurement Services anticipate that tender returns will be complete by 8 July 2016 and be in a position to award the contract week commencing 18 July 2016, subject to Finance and Resources Committee approval.

4. Measures of success

- 4.1 The SCSP-funded travel planning programme monitoring data from 2015/16 provides a base-line for measuring the impacts of further workplace engagement into 2016/17. Outputs from the project in 2015/16 project are outlined in Appendix 2. The outputs of the wider SCSP 2015/16 programme will be available in the evaluation report which will be considered by the Transport and Environment Committee on 30 August 2016.
- 4.2 Measures of success of the 2016/17 workplace travel planning project will be developed in the SCSP Project Plan, in accordance with the guidelines stipulated by the Scottish Government. These are likely to include:
- Increased awareness of active travel routes in the target area (%);
 - Increased awareness of other 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 (number distributed);
 - 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; and
 - Changes in attitudes toward active travel as a positive and possible way of getting around the city.
- 4.3 Following the project, longer term measurements will also be taken of:
- increases in local walking/cycling/public transport journeys, over the baseline (%); and
 - reductions in single occupancy car/van journeys, over the baseline (%).

5. Financial impact

- 5.1 The value of the contract, £95,000, plus the cost associated with procuring this contract which is estimated to be up to £10,000, have been budgeted for within the planned spending of the SCSP funding. The work covered in this report is 100% funded by the SCSP Scottish Government funding.
- 5.2 The SCSP programme requires 50% match funding by local authority and potential partners in order to claim the SCSP grant.
- 5.3 Match funding has been identified from proposed Council/Cycling, Walking, Safer Streets capital spending on cycling and walking projects. This will enable the Council to claim the grant, as per the grant conditions above. Eligible capital spend will be carefully monitored to mitigate the potential risk of mismatch in spending.

- 5.4 It should be noted that the Council's Capital Investment Programme is funded through a combination of General Capital Grant from the Scottish Government, developers and third party contributions, capital receipts and borrowing. The borrowing required is carried out in line with the Council's approved Treasury Management Strategy and is provided for on an overall programme basis rather than for individual capital projects.
- 5.5 The Council's share of match funding identified in this report forms part of the approved capital investment programme, and as such, provision for funding it will be met from the revenue loan charges budget earmarked to meet overall capital investment programme borrowing costs.

6. Risk, policy, compliance and governance impact

- 6.1 In March 2016, the Transport and Environment Committee agreed delegated powers to the Senior Manager – Roads Network, in consultation with the Convener and the Vice Convener, to further develop and deliver a plan and detailed programme for spending the SCSP funds.
- 6.2 Procurement guidelines for using consultants are being closely adhered to.
- 6.3 The SCSP programme provides a positive impact in delivering the Local Transport Strategy and allows progress to be made in delivering a key component of the Active Travel Action Plan (ATAP), to improve active travel marketing. Without the Smarter Choices, Smarter Places funding, there would be little or no progress on this important aspect of the ATAP.

7. Equalities impact

- 7.1 An Equalities and Rights Impact Assessment will continue into 2016/17.
- 7.2 There are likely to be positive impacts on enhancing the range of human rights. In particular, the project promotes an increased awareness of vulnerable road users, participation in active travel and the health and social benefits associated with active travel.

8. 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 proposals in this report will reduce carbon emissions and help achieve a sustainable Edinburgh, as the project will help develop and contribute towards the outcomes of the Active Travel Action Plan and Sustainable Energy Action Plan.

9. Consultation and engagement

- 9.1 The Council's Active Travel Forum has been consulted on the composition of the SCSP programme for 2016-17, including travel planning initiatives. Engagement with and reporting to the Forum will continue throughout the project.

10. Background reading/external references

- 10.1 Active Travel Action Plan.
- 10.2 Smarter Choices, Smarter Places 2016/17 Application Guidance, February 2016.

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11. 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 Priorities	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 - Outline of the travel planning project actions 1-14 2 - Outputs of the travel planning project in 2015/16

Appendix 1: Outline of the travel planning project actions 1-14

Distribute cycle and walking QuietRoutes network maps (online and paper)
Co-ordinate and publicise a cycle challenge between workplaces
Co-ordinate and publicise a walking challenge between workplaces
Offer Personalised Travel Planning in workplaces
Co-ordinate a range of initiatives to continue to encourage greater levels of commuting by walking, cycling and public transport
Facilitate good practice knowledge sharing between businesses
Facilitate realignment of Council travel incentives and promotion to match travel policy
Commission PTP system with plug-ins capacity to Council and external intranets
Management of feedback from businesses and users - Includes survey monkeys at the beginning and end of project. Open to businesses and the Council
Support businesses with events/training to increase active/sustainable travel
Build on outputs from 2015-16 project – eg assisting the Council to apply the strategy developed by consultants for co-ordinating travel planning
Update the Council's travel plan covering multiple sites
Assist with the creation of the BioQuarter travel plan and with initial actions
Directly support businesses to develop own travel plans based on the resources developed for the Council by consultants during 2015-16

Appendix 2: Outputs of the travel planning project in 2015/16

<p>Production of a database of travel plan co-ordinators of 35 Edinburgh workplace sites, each with over 200 employees (total estimated reach of 33,000 employees). The employers reached were a mix of large private and public sector (comprising education, health and government).</p>
<p>Organisation of a range of travel behaviour change initiatives such as cycling challenge (1,565 active participants from 119 organisations), travel roadshows (1,119 attendees), bicycle maintenance (246 bicycles serviced), personalised travel planning (220 participants), cycle friendly employer advice (33 organisations), active travel action plans (33 organisations), bicycle maintenance skills courses (4 courses), cycle leader training (3 sessions), walk leader training (1 session with 3 organisations), and corresponding feedback on how the provision of these services could be improved in future</p>
<p>The cycle challenge alone saw results of 114,981.8 miles logged in total over the three weeks, among 1,565 participants. 61% of trips were logged as 'for transport purposes', rather than leisure trips.</p>
<p>Monitoring data recording changes in levels of awareness of the 'On Foot, by Bike' campaign and the QuietRoutes between September 2015 and May 2016. Levels of awareness were higher than expected, and will be used to evaluate the success of brand awareness building projects for 'On Foot, by Bike' during 2016/17.</p>
<p>Survey results regarding current travel behaviour of the employees based at each workplace site - 1. Before the 2015/16 workplace travel planning (September 2015); 2. After the 2016/17 workplace travel planning (May 2016). Of these, new travel surveys are being undertaken at 23 locations, and 14 are organisation's own travel surveys.</p>
<p>Production of a strategy to co-ordinate travel planning to facilitate planning future workplace engagement as part of Smarter Choices Smarter Places programmes</p>