

Finance and Resources Committee

10.00am, Thursday, 23 March 2017

Workplace Travel Planning Consultants - Award of Contract

Item number	7.9
Report number	
Executive/routine	Executive
Wards	All

Executive Summary

In December 2016, the Council was invited to bid for 'Smarter Choices, Smarter Places' (SCSP) external funding for a third year. This is revenue funding from Transport Scotland, intended for behaviour change initiatives to persuade people to choose active and sustainable travel in place of car driving for local journeys. Over the past two years, the Council's SCSP programmes have featured a city-wide programme of Travel Planning in organisations, to encourage behaviour change towards more sustainable and active travel to work. This report seeks the approval of the Finance and Resources Committee to approve the award of Workplace Travel Planning Consultancy services to Sweco Ltd for the contract award amount of £100,000. The award of the contract is subject to the outcome of the Council's application for SCSP funding, which will be published on the 1 April 2017.

Links

Coalition Pledges	P45, P50
Council Priorities	CP2, CP4, CP9, CP11, CP12
Single Outcome Agreement	SO2, SO4

Workplace Travel Planning Consultants - Award of Contract

1. Recommendations

- 1.1 This report asks the Finance and Resources Committee to:
- 1.1.1 to approve the award of contract for Workplace Travel Planning Consultancy Services to Sweco Ltd for the contract value of £100,000; and
 - 1.1.2 to note that the award of contract is subject to the outcome of the Council's application for funding from the 'Smarter Choices, Smarter Places' (SCSP) fund.

2. Background

- 2.1 In December 2016, the Council was invited to bid for SCSP external funding for a third year. This is revenue funding from Transport Scotland, intended for behaviour change initiatives to persuade people to choose active and sustainable travel in place of car driving for short, local journeys. Over the past two years, the Council's SCSP programmes have featured a city-wide programme of travel planning in large workplaces, to encourage behaviour change towards more sustainable and active travel to work.
- 2.2 As part of the Council's SCSP programme in 2015/16, 35 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.
- 2.3 The workplace Travel Planning programme was continued into 2016/17, and has engaged with 57 workplace sites this financial year. The Council aims to grow this number in 2017/18, and SCSP funding will enable this project to operate for a third year.
- 2.4 The Council has already invested millions of pounds in improving active travel infrastructure with resulting increases in walking and cycling. The SCSP programme of behaviour change initiatives complements this investment and seeks to maximise the potential increase in walking and cycling.
- 2.5 Travel Planning is recognised as a key behaviour change tool to encourage people to undertake more journeys by active travel. This £100,000 investment in Travel Planning is therefore a very significant aspect of the SCSP programme.

- 2.6 The project involves undertaking a set of Travel Planning measures within large workplaces in Edinburgh during the financial year 2017/18. Similar to the workplace Travel Planning project in 2015/16 and 2016/17, 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.
- 2.7 Some existing workplace active travel engagement programmes are already in existence in Edinburgh, through organisations like Sustrans and the Bike Station. The Travel Planning project will seek to work with existing programmes to aim to achieve maximum travel behaviour change.
- 2.8 Furthermore, some business groups are actively seeking to engage in Travel Planning, for example Edinburgh Park Management Ltd. Through building on these links and establishing new ones, this programme aims to engage significant numbers of employees in using more sustainable transport solutions.
- 2.9 In addition, there is a specified programme of travel planning initiatives specifically for 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.

3. Main report

- 3.1 Commercial and Procurement Services (CPS) in collaboration with Active Travel commenced the procurement process for Workplace Travel Planning Consultancy Services in January 2017.
- 3.2 The Council has been successful in securing funding from SCSP for the previous two financial years and have carried out previous procurement exercises annually. On both occasions, the Council appointed Sweco Ltd, having identified their proposals as the most economically advantageous to the Council.
- 3.3 Due to the limited timescales and the uncertainty of the funding at this time CPS, in collaboration with Active Travel, has identified a Direct Award to Sweco Ltd for a further year to be the most appropriate route to market.
- 3.4 The justifications for a Direct Award under the Scotland Excel Framework – Engineering and Technical Consultancy Services are identified as:
 - Through Sweco Ltd's involvement over the previous two years, they have developed a thorough understanding of the Council's ambitions for travel planning, and are aware of realistic measures towards achieving this
 - Sweco Ltd achieved all KPIs and delivered very good quality outputs; continuing the existing working relationship with the consultants would enable more efficient and effective delivery of the brief, in a more time and cost-efficient way than briefing a new consultancy.

- The Scotland Excel Framework – Engineering and Technical Consultancy Services contract was procured via the Official Journal of the European Union and the award of contract was based on 60% quality, 40% cost ratio therefore Sweco Ltd have been through a compliant procurement process and were identified as offering one of the most economically advantageous offerings to the 32 local authorities who have access to the Framework.
- 3.5 It has been suggested that SCSP funding may be available for three years after 2017/18, and it is likely that travel planning in workplaces may form a significant part of future SCSP projects.

4. Measures of success

- 4.1 Measures of success of the 2017/18 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 (%);
 - 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 travel habits.
- 4.2 Appendix 1 provides the monitoring data for 2015/16 and 2016/17.
- 4.3 The outputs and outcomes of the entire SCSP programme will be reported to Paths for All, the body responsible for administering the funds on behalf of Transport Scotland, in the final evaluation report, which will be submitted at the end of the project delivery in June 2018.

5. Financial impact

- 5.1 The SCSP programme requires 50% match by the local authority and its potential partners in order to claim the SCSP grant.
- 5.2 Match funding has been identified to enable the Council to claim the grant, as per the grant conditions outlined in the application guidance.
- 5.3 The SCSP grant has been able to fund the set-up and delivery cost of the first year of the Travel Planning programme in 2015/16, at a cost of £127,332. This engaged 35 workplace sites.
- 5.4 The following year, the SCSP grant was able to fund the delivery of the second year, which has been able to engage with 57 workplace sites to date during 2016/17. The cost for this has been £94,921 and this expenditure has resulted in

significant growth in the programme, demonstrated by an almost doubling in the number of engaged workplace sites.

- 5.5 It is recommended to continue to fund the project at this level. Evaluation reports following the delivery of similar projects highlight that a similar level of investment is best practice whilst growing a travel behaviour change project, to maximise potential impact and exposure of the programme, and also to maintain existing relationships with already-engaged employers.
- 5.6 The Council is submitting a core bid for SCSP funding as well as an application for any additional funds available. The Travel Planning element of the Council's core bid is £72,000, and it is intended to bid for an additional £28,000, taking the total contract value to £100,000.
- 5.7 The cost associated with procuring these services is up to £10,000.

6. Risk, policy, compliance and governance impact

- 6.1 On [15 March 2016](#), the Transport and Environment Committee agreed to delegate 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.
- 6.4 The project will be managed using the principles of the PRINCE2 project management method, to ensure organisation and accountability.

7. Equalities impact

- 7.1 An Equalities and Rights Impact Assessment for the SCSP programme has been undertaken, and this will continue into 2017/18.
- 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; 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 2017/18, 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 2017/18 Application Guidance, December 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	CP2 - Improved health and wellbeing: reduced inequalities CP4 - Safe and empowered communities CP9 - An attractive city CP11 - An accessible connected city CP12 - A built environment to match our ambition
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	Appendix 1 - Detail relating to previous Travel Planning projects

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Summary of initiatives:

In 2015/16 and then again in 2016/17, the Council commissioned Sweco (formerly Grontmij) to deliver workplace travel planning. Sweco developed the programme, contacted organisations and offered employers travel advice and initiatives such as bike maintenance and cycle leader training. In return, the Council gained survey data from each employer regarding % of staff travelling by each mode of transport, a useful data source for monitoring purposes, and also for building knowledge on initiatives which will be effective for changing travel behaviour towards more active/sustainable modes.

Workplaces were eligible to participate in the programme, subject to some criteria. Large employers were engaged with, to enable widespread data collection and analysis, to enable conclusions to be reached regarding travel behaviour. In addition, workplace sites required to be within a reasonable distance of established active travel routes (National Cycle Network and QuietRoutes), to ensure active travel is a realistic travel option, when promoting this in workplaces. The project engaged with 35 workplace sites in 2015/16 and has engaged with 57 workplace sites to date during 2016/17. Engagement has involved organising travel roadshows, with personalised travel planning (myPTP); and offering travel planning advice to employers.

Key impacts/findings from the workplace travel planning project in 2015/16:

At the initial travel survey, 11% of respondents walked, 11% cycled, 23% travelled by bus and 35% travelled by car on their own. There does appear from the follow up mode share survey to have been a slight improvement in use of active modes, and a reduction in single occupancy car use. It should however be noted that, given the small sample size, it is possible that people with an interest in active travel and sustainability may have been more likely to complete the follow-up surveys. The follow up survey showed that 11% travelled on foot; 19% travelled by bike; 22% travelled by bus and 29% travelled by car (single occupancy).

In regards to the 'On Foot, by Bike' campaign, 34% of respondents to the follow-up survey were aware of the campaign. This is a significant improvement from the start of the programme where only 3% of employees surveyed were aware of the campaign. Regarding the 'On Foot, by Bike' leaflets and maps, 4% of those aware of the campaign had used them, and 17% were aware of them, but had not used them yet.

The follow up survey showed that 24% were very likely or likely to travel more actively and sustainably as a result of taking part in the workplace travel planning project. 23% of respondents reported to have driven less; and 41% of respondents report to have walked more as a result of taking part in the travel planning project. These results are encouraging, but it is important to note again the small sample size, compared with the sample size for the 'before' surveys.

The evaluation data from 2016/17 is not yet available, as the project is in the process of being delivered.