

Finance and Resources Committee

10.00am, Thursday, 15 August 2019

Award of Workplace Travel Planning Contract 2019-21

Executive/routine	
Wards	All
Council Commitments	17 , 18 , 19

1. Recommendations

1.1 It is recommended that Committee:

- 1.1.1 approves the award of contract to Peter Brett Associates LLP to deliver the workplace based aspect of the 'Smarter Choices, Smarter Places (SCSP) sustainable travel behaviour change programme from 1 September 2019 to 31 May 2020, with the option to extend to 31 May 2021, subject to allocation of further external funding.

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Award of Workplace Travel Planning Contract 2019-21

2. Executive Summary

- 2.1 This project is part of Paths for All's [Smarter Choices, Smarter Places \(SCSP\)](#) behaviour change programme, which is funding sustainable travel behaviour change projects across Scotland. The project is fully funded by the Council's allocation of Paths for All (external) funding.
- 2.2 Following a recent procurement process to appoint a consultancy to deliver and evaluate the Council's workplace travel behaviour change project, this report seeks the approval to award the contract for this element of the Council's SCSP programme to Peter Brett Associates LLP.
- 2.3 The contract will run for nine months, commencing on 1 September 2019 until 31 May 2020, with the option to extend the contract to carry out the next year's work package to 31 May 2021. The contract extension would be only be an option if the Council is successful in securing SCSP funding for the period beyond 2019-20. The decision on this is expected to be announced in April 2020.
- 2.4 The value of the original nine-month award is £139,184. The anticipated value of the potential extension is £150,000, subject to SCSP allocation and scope of services required. The expected total value over the two years is £289,184.
- 2.5 The Transport and Environment Committee considered the proposed outline SCSP programme for 2019-21 on [6 December 2018](#).

3. Background

- 3.1 The Council has been successful in its bid for SCSP funding for a fifth consecutive year. This is awarded to the Council for the delivery of behaviour change projects designed to reduce single car occupancy and encourage greater uptake of active and sustainable modes of transport for everyday journeys. This is revenue funding for projects that make use of social marketing and behaviour change techniques, as opposed to the provision or improvement of infrastructure, which is funded by other budgets. Awareness raising measures are part of the Council's plans to change travel behaviour, alongside investments in building suitable infrastructure, and the greatest potential for behaviour change is possible when these measures are run in

parallel. These measures are enabling the Council to make progress towards achieving the actions of the [Active Travel Action Plan](#) and the [Local Transport Strategy 2014-2019](#), which will be replaced by the new City Mobility Plan currently being developed.

- 3.2 The Transport and Environment Committee considered the proposed outline SCSP programme for 2019-21 on 6 December 2018. The programme consists of four areas:
 - 3.2.1 workplaces;
 - 3.2.2 schools;
 - 3.2.3 communities; and
 - 3.2.4 research and policy.
- 3.3 For the past four years, as a major part of the work being undertaken on the SCSP programme, the Council has commissioned a travel planning consultancy to deliver a travel behaviour change project involving large workplaces in Edinburgh, where a high percentage of the workforce travel to work alone by car. Geographically, most of the businesses the Council is working with are based in the Edinburgh Park/South Gyle area, but other large employers have been reached. Sixty-five unique employers have been engaged in the programme to date.
- 3.4 The aim has been to provide organisations with incentives to encourage employees to travel sustainably (by walking, cycling, using public transport or car-sharing) to work and to address the issue of high numbers of people habitually travelling alone by car. This project seeks to persuade people to choose alternative modes of transport, to ease road congestion and have a positive impact on the Council's aspirations for improving air quality, place-making for people and developing a sustainable city. The project also seeks to influence business travel policies and to encourage businesses to offer more alternatives to driving alone for business travel. In addition, the project aims to build monitoring capacity, to be able to measure changes in awareness and behaviour over time.
- 3.5 The programme, over the past four years, has achieved success in:
 - 3.5.1 recognition for excellence in Partnership Working at the Scotland Excel Supplier Awards in 2018;
 - 3.5.2 92% of employers have provided feedback that they will continue to promote and run travel planning initiatives as a result of the programme. In previous years, this has been reported as 77% in 2018; 67% in 2017 and 70% in 2016. The most recent survey data shows that 42% of organisation representatives who responded had not run initiatives before and all of these organisations have said that they will now continue to do so;

- 3.5.3 delivering 201 two-hour long awareness-raising events, intended to be suited to reach people during lunch breaks in workplaces across the city, which has been able to provide one to one engagement on travel choices with 6,039 employees in total, distributing 14,525 active travel maps, at 65 unique employers, in 72 employer sites over the past four years;
 - 3.5.4 completion of a range of initiatives to engage with employees, for example the Commuter Challenge, inviting participants to log their journeys in travel logs, and win prizes for choosing to use sustainable transport modes to travel to work. Challenges of this type have engaged with 2,823 people and the most recent survey data shows that 41% of participants indicated they are more likely to travel sustainably as a result of taking part;
 - 3.5.5 completion of qualitative and quantitative monitoring aspects of the programme, such as feedback surveys, live comments via a bespoke website, and in-depth interviews with people travelling via a range of transport modes, and working for different types of organisation. These interviews used research methods that set out to understand motivations for travel mode choice, and the propensity for travel choices to be influenced by the awareness-raising measures which are part of the project; and
 - 3.5.6 further information is available in Appendix 1.
- 3.6 Paths for All were asked to comment on the project for the purposes of this report and advised “this part of City of Edinburgh Council’s SCSP programme is considered to be a great success and Paths for All fully supports the work that is being carried out. Behaviour change occurs over a number of years and it is essential that this high quality and effective initiative is continued with Paths for All funding. Aberdeen, Aberdeenshire, East Ayrshire, Falkirk, North Ayrshire and Stirling Councils all deliver initiatives that are targeted specifically at workplaces. In addition, a few local authority grant recipients have used SCSP funding to increase sustainable commuting by their own workforces”.

4. Main report

- 4.1 Commercial and Procurement Services (CPS), in collaboration with the Active Travel team, commenced the procurement process for workplace travel planning consultancy services for 2019-21 in January 2019.
- 4.2 A mini competition under the Scotland Excel Framework Agreement 06-16, Engineering and Technical Consultancy Services (Lot 2 Transportation and Traffic) was identified as the most appropriate route to market and all twenty potential suppliers were invited to submit a bid on Public Contracts Scotland (PCS).
- 4.3 The tender invitations were distributed via PCS on 3 May 2019. The tender return date was 29 May 2019. There were three submissions.

- 4.4 All tenders received were evaluated, by separate panels from CPS and the Active Travel team, based on most economically advantageous tender (MEAT) criteria, weighted 70:30 for quality and price. Quality being of greater importance due to the nature of the service. A summary of the tendering and tender evaluation process is included in Appendix 2.
- 4.5 The recommendation for award of contract is based on the completed evaluation scores for the tenders as detailed below:

Supplier	Price score % (out of 30)	Quality Score % (out of 70)	Combined Score % (out of 100)
Peter Brett Associates LLP	20.12	56.00	76.12
Supplier B	30.00	39.38	69.38
Supplier C	28.62	31.50	60.12

- 4.6 The supplier with the highest overall score, which represents the most economically advantageous tender, was Peter Brett Associates LLP.

5. Next Steps

- 5.1 Contract award documentation will be prepared and issued for a contract start date of 1 September 2019.
- 5.2 In line with the Procurement (Scotland) Regulations 2016, the Council will issue an award notice on Public Contracts Scotland.

6. Financial impact

- 6.1 As in previous years, this programme is funded by SCSP funding, awarded to the Council by Paths for All, on behalf of Transport Scotland. Funding for this financial year must be committed by 31 March 2020, however, to evaluate the success of the project the contract will run until 31 May 2020. The same durations and timeline will be allocated for work undertaken in 2020-21, if the extension option is utilised. This is in accordance with SCSP grant guidance.
- 6.2 The SCSP programme requires 50% match funding from the local authority and its potential partners to claim the SCSP grant. Match funding for the whole SCSP programme has been identified from the capital footway renewals budget.
- 6.3 The Council has been awarded a total of £507,000 of SCSP funding for 2019-20, of which up to £150,000 has been allocated for the fifth year of work on workplace travel planning.

- 6.4 The value of the original nine-month award is £139,184. The anticipated value of the potential extension is £150,000.
- 6.6 The option to extend the contract for a further period will be reviewed following contract appointment, during contract delivery and after considering the consultant's ability to meet key performance indicators.
- 6.7 The contract extension will also be subject to further SCSP funding being awarded to the Council for 2020-21, which would fully fund this piece of work.
- 6.8 The costs associated with procuring this contract are estimated up to £10,000.

7. Stakeholder/Community Impact

- 7.1 A project website was set up in 2018 to enable individuals from businesses engaged in the programme to comment on the project and make suggestions during project delivery.
- 7.2 Annual surveys with business contacts and their employees have been carried out to ascertain areas of strength, and preferred offerings in the programme. This has helped to achieve value for money from the contract by offering initiatives which are the most popular and well-attended by organisations and their employees, and therefore have the most potential for one to one interactions and discussions around travel choices, and for influencing the choices made by individuals.
- 7.3 Further consultation with individual businesses is planned to continue during project delivery in 2019-20. This will identify the measures which will be most suitable for their workplace, and enable the Council to be more effective in tailoring the offer to individual workplaces. The contract specification focuses on increasingly tailoring initiatives to organisations' needs from this point in the project, as it has been identified that this will be important to continue the momentum built over the past few years, and to ensure the project continues to be relevant and beneficial to organisations.
- 7.4 General Data Protection Regulations (GDPR) are being closely adhered to relating to the monitoring aspects of the contract, to ensure that the Council receives data which is fully anonymised, and is not traceable to individuals.
- 7.5 In terms of carbon impacts, the project aims to complement other measures the Council is taking to create more sustainable environments, such as the City Centre Transformation, discussions around a Workplace Parking Levy, the City Mobility Plan, Low Emission Zones, the promotion of active and sustainable travel modes for leisure and commuting trips, and the Council's investment in improved infrastructure to facilitate behaviour changes and create safer environments for walking and cycling.

- 7.6 There is a draft Integrated Impact Assessment (IIA) for the whole 2019-21 SCSP programme, which is planned to be refreshed with the successful consultants input when appointed, along with others who are involved in the delivery of initiatives funded by the Council's allocation of SCSP funds. It is important to ensure that the Council is taking account of the needs of people with protected characteristics during project delivery and a full assessment will take place with relevant officers and delivery partners.

8. Background reading/external references

- 8.1 [Local Transport Strategy 2014 - 2019](#)
- 8.2 [Active Travel Action plan 2016](#)
- 8.3 [Summary of other SCSP funded projects across Scotland on Paths For All website](#)
- 8.4 [Finance and Resources Committee report – 16 August 2018 item 8.6](#)
- 8.5 [Transport and Environment Committee - report on the wider Smarter Choices, Smarter Places programme initiatives – 6 December 2018 item 7.5](#)

9. Appendices

Appendix 1 - Monitoring Context

Appendix 2 – Tender Evaluation Process

Appendix 1 – Monitoring Context

Positive progress made on travel planning

- Travel planning support continues to be offered to large workplaces within the city, and this package of work involves creating toolkits for organisations to enable them to arrange their own initiatives. In turn, initiatives have more opportunity to be relevant to employees, for example by co-ordinating with existing initiatives within the company. This approach can also have benefits in facilitating behaviour change within the organisation, as more peer-to-peer conversations can take place. This is a different approach than has been previously offered, which has mostly involved the consultancy delivering initiatives in workplaces which are engaged in the programme.

Presentation of outcomes and outputs

- Monitoring data is presented twice throughout the year to grant funders Paths for All at 6 month (September) and 12 month (May) reports.
- Producing condensed monitoring for the SCSP programme outwith the requirements of the grant funder is challenging because funding is allocated on a year-by-year basis, and this funding is for the delivery and monitoring of initiatives during that time frame. Longer term funding would enable longer term planning for both delivery and monitoring of initiatives, and conversations have taken place with Paths for All in this regard.
- Reports are now considered by Transport and Environment Committee in December of each year, and these cover progress in the past financial year, in the current financial year, and the proposals for bidding for funding in January. Outputs and outcomes of the programme are outlined.

Appointment of monitoring consultants

- The Council recently commissioned a monitoring consultant to assist with the known requirement for good quality monitoring across the SCSP programme. This will involve a review of all data gathered with a view to producing summary reports of the past four years, and of the past 12 months designed to be read by senior managers and elected members. Social Marketing Gateway were appointed in July 2019, and will work with the Council until May 2020, with the option to extend this contract for a further 12 months at the discretion of the Council.

Appendix 2 – Tender Evaluation Process

Contract	CT2686 Workplace Travel Planning 2019-21
Contract period (including extensions)	Nine months 1 September 2019 to 31 May 2020 with the option to extend to carry out the next years' work package to 31 May 2021.
Estimated contract value (including extensions)	£139,184 for the initial nine month period. If SCSP funding is achieved to cover the second period, a budget of £150,000 will be allocated to the workplace travel planning contract extension. Totalling the contract value to £289,184 over the full contract duration.
Procurement Route Chosen	Mini Competition under Scotland Excel Framework Agreement 06-16, Engineering and Technical Consultancy Services (Lot 2 Transportation and Traffic)
Governing UK Regulation	Public Contracts (Scotland) Regulations 2015 and the Procurement Scotland Regulations 2016
Standing Orders observed	2.4 EU Principles been applied 3.2 Director has responsibility for all Contracts tendered and let by their Directorate 5.1 (b) Tenders evaluated on basis of most economically advantageous criteria 8.1 Procurement process conducted electronically via Public Contracts Scotland.
Tenders returned	Three
Tenders fully compliant	Three
Primary criterion	Most economically advantageous offer
Evaluation Team	Officers from Road Safety and Active Travel.
Procurement Costs	Up to £10,000