

# Access Fund for Sustainable Travel Revenue Competition - Application Form



## Applicant Information

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Department  
for Transport

# SECTION A

## Project description and funding profile

### A1. Project name

Get Moving Nottinghamshire

### A2. Headline description

Nottinghamshire County Council has a track record of delivering successful sustainable mobility projects, however the reach of these interventions has previously been limited by funding constraints.

Get Moving Nottinghamshire will take a more effective approach by packaging these behavioural change measures under a county-wide sustainable travel brand, with the aspiration to maximise project outputs and mirror the outcomes of the successful Sustainable Travel Towns programme.

This transformative project will support local economic growth and health objectives in the mid-Nottinghamshire Housing Market Area, building on forthcoming Local Growth Fund capital programmes with scope to replicate across the county in the future.

### A3. Type of bid

a) This bid is:

**Revenue only**, and I confirm we have made provisions for a minimum additional 10% matched contribution

**Revenue & Capital**, and I confirm we have sourced the capital funding locally and have made provisions for a minimum additional 10% matched contribution.

b) If your bid is reliant on capital funding, please select one of the following options:

**Reliant on new bid to Local Growth Fund.** This bid is reliant on capital funding from the Local Growth Fund and work cannot progress if LGF funding is not secured. (If so, please indicate the page number(s) in the Strategic Economic Plan that corresponds with the relevant capital investment(s):

**Contains Local Growth Fund contribution, but not reliant on it.** This bid contains a local contribution from the Local Growth Fund, but the work can still progress as planned if LGF funding is not secured.

**Does not contain any Local Growth Fund contribution.** The local contributions in this bid have been secured from sources other than a new bid to the Local Growth Fund, and there are therefore no relevant links to the LGF.

### A4. Total package cost (£m)

2.528

### A5. Total DfT revenue funding contribution sought (£m)

0.845

### A6. Local contribution (£m)

1.683

- £580,000 Integrated Transport Block capital fund contribution by Nottinghamshire County Council.
- £1.025m LGF Round 1 capital funding that is currently being bid for by Nottinghamshire County Council for walk/cycle network improvements in Mansfield and Newark, scheduled for expenditure in 2017-20.
- £78,000 third party contribution from Stagecoach in the form of a 40% reduction in weekly public transport purchase costs for ticketing incentives.

### A7. Equality Analysis

Has any Equality Analysis been undertaken in line with the Equality Duty?

Yes  No

### A8. Partnership bodies

Get Moving Nottinghamshire is supported by the following partners, as demonstrated by the letters of support provided in Appendix F.

Access Fund Beneficiaries & Potential Partners:

- Nottinghamshire County Council
- Mansfield District Council
- Newark & Sherwood District Council
- D2N2 LEP
- Nottinghamshire Health and Well Being Board
- Nottinghamshire Chamber of Commerce
- Mansfield BID
- Newark Business Club
- Vision West Nottinghamshire College
- Newark College
- JobCentre Plus/Department for Work and Pensions

Key Delivery Partners:

- Stagecoach East Midlands
- Trent Barton
- Via East Midlands
- Wheels2Work/Rural Community Action Nottinghamshire
- AECOM
- ITP
- Sustrans
- Ridewise

# SECTION B

## The Business Case

### B1. Project Summary

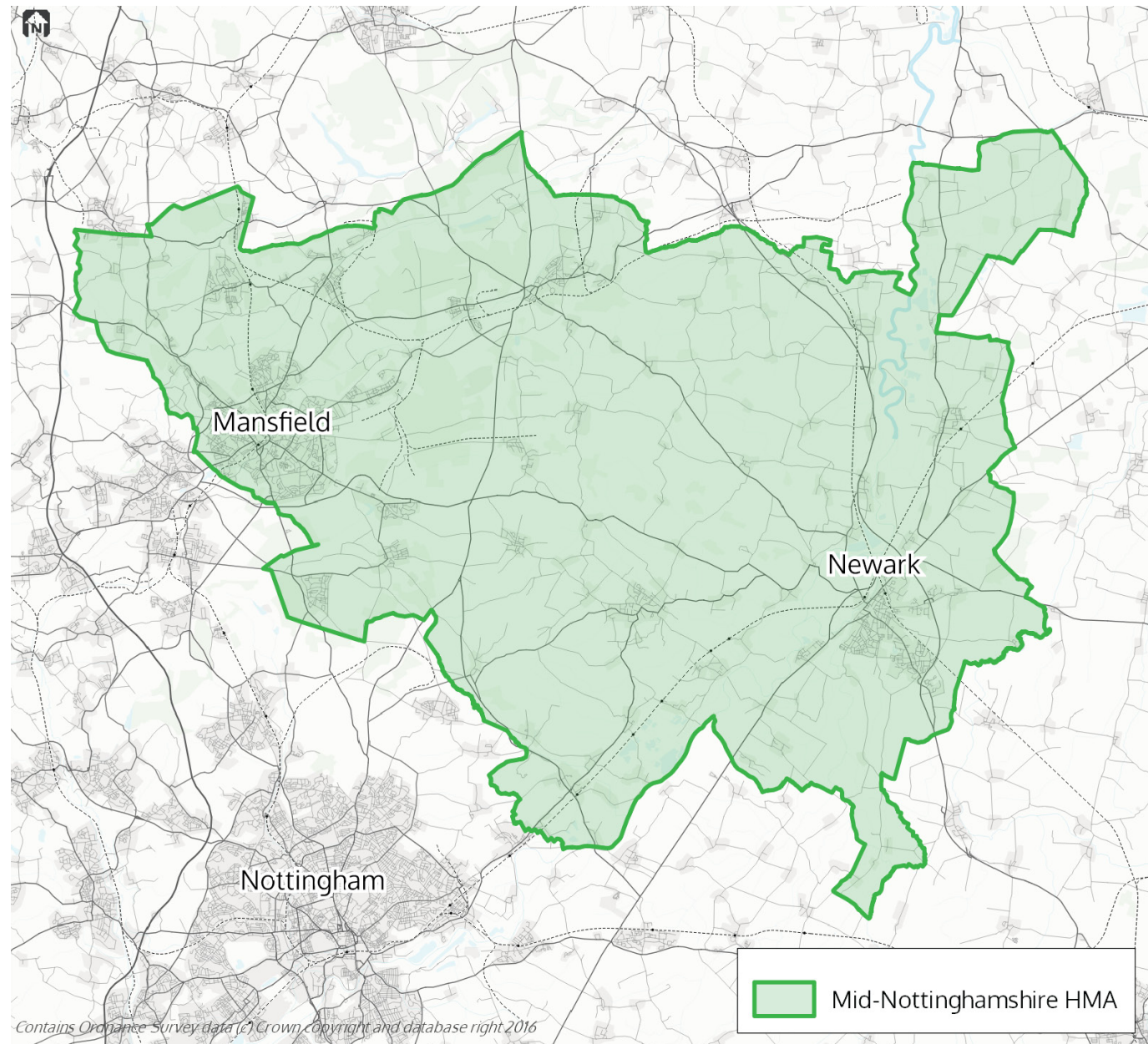
Get Moving Nottinghamshire is a package of revenue supported measures focussed on promoting sustainable mobility in the mid-Nottinghamshire Housing Market Area (HMA) in support of economic growth and health objectives.

The project aims to deliver a set of behavioural change measures which have been successfully implemented at limited locations across Nottinghamshire (including previous local PTP interventions and Nottingham Urban Area LSTF interventions) as one simultaneous co-ordinated package for the first time in the county in order to maximise outputs and mirror the outcomes of the Sustainable Travel Towns programme (Darlington, Peterborough and Worcester).

Our approach is to encourage more jobseekers, businesses and commuters to reach employment opportunities sustainably by building on planned capital investments secured through the Local Growth Fund (LGF) and housing/employment land development. The project has been devised to boost levels of cycling and walking during the three intervention years of the Fund but also to enable a lasting legacy and generational change to travel habits.

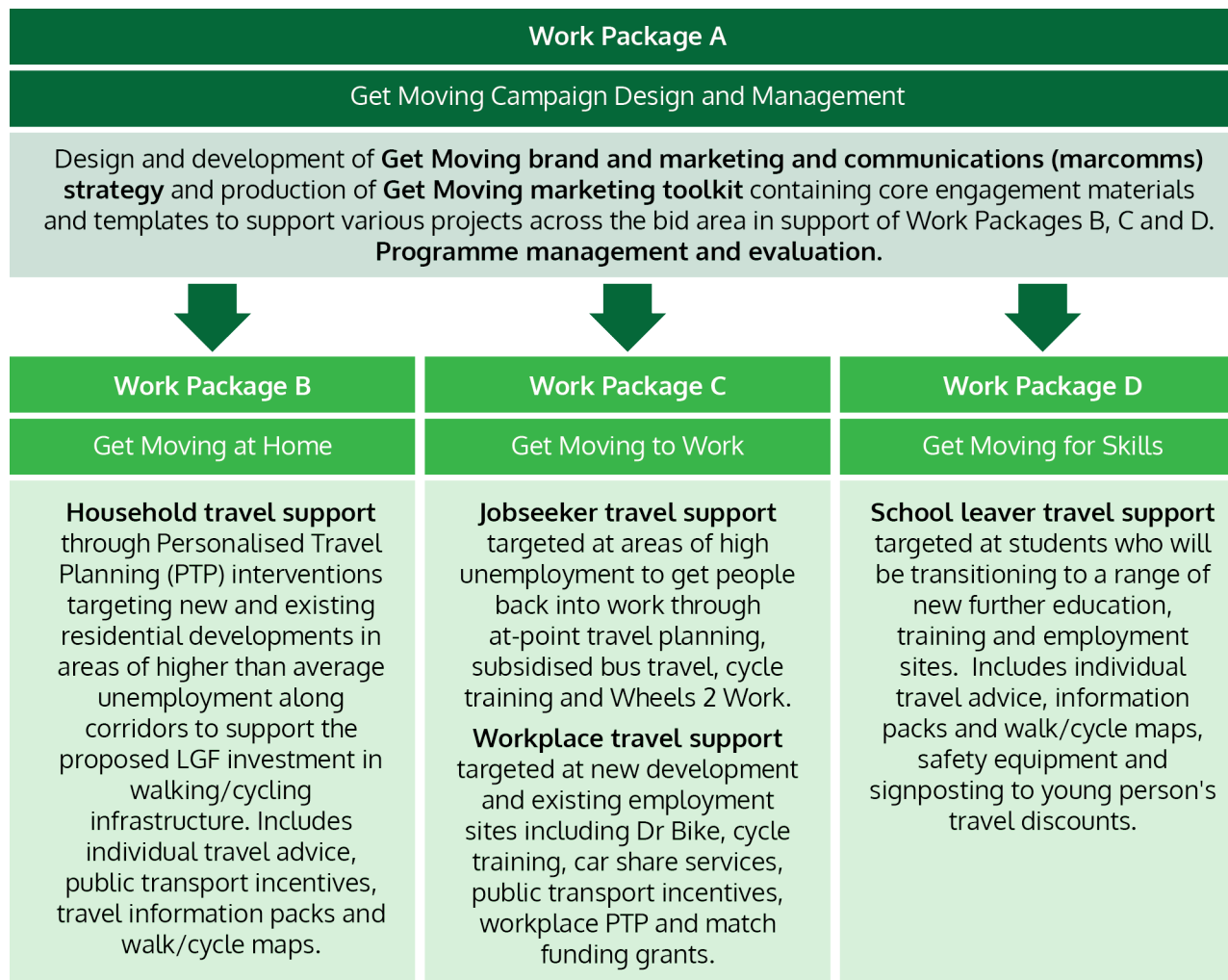
The proposed revenue supported package, focusses on the economic centres of Mansfield and Newark as illustrated in Figure B1, dovetails with the Council's forthcoming LGF capital spending programme to enhance the key strategic walking and cycling corridors in proximity to development planned for the period 2017-20. The bid also complements other LGF capital projects implemented in the delivery timeframe, notably investment in the Newark Southern Link Road and the Newark Castle rail line, to help de-congest the town centre and also in Mansfield through a prospective LGF3 town centre improvement bid.

Figure B1 Get Moving Nottinghamshire Bid Area



The bid package has been created using a logic mapping approach and DfT's Behavioural Insights toolkit. Figure B2 summarises what Get Moving Nottinghamshire will deliver on the ground between 2017 and 2020.

**Figure B2 Get Moving Nottinghamshire Project Summary**



The project is made up of four discrete but interlocking work packages delivering the outputs described below:

- **Work Package A: Get Moving Campaign Design and Management.** In addition to programme management, monitoring and evaluation, funding covers the design and development of the Get Moving brand and marcomms strategy and the production of a marketing toolkit containing core materials and templates in support of the engagement services to be delivered in Work Packages B, C and D. All of which will provide a broader legacy for the County to roll-out behavioural change campaigns in the future by re-using the Get Moving brand and associated materials. The package also includes delivery of 12.8 km of new walk/cycle routes in the bid area.
- **Work Package B: Get Moving at Home.** Delivery of four rounds of residential PTP interventions to around 4,500 participant households (from a total of 18,000 target households) in the bid area building on a previously successful PTP model delivered in Mansfield Woodhouse, Worksop and Sutton-in-Ashfield. The PTP intervention will be targeted at the promotion of sustainable travel infrastructure being delivered through LGF capital investment in areas of higher than average unemployment. In addition to the PTP advice and assistance service, the funding covers 4,500 bus taster tickets and 9,000 travel information packs and walk/cycle maps.
- **Work Package C: Get Moving to Work.** Delivery of an engagement service to 3,000 jobseekers, apprentices and people in full-time education/training plus 5,000 employees (100 employers) in the bid area to broaden their travel horizons and influence travel choices. Work Package C builds on previous successful engagements through the Wheels2Work and Access Alliance programmes for jobseekers and the Big Wheel, TransACT and Workplace PTP Clinic schemes targeted at workplaces across Nottinghamshire. Funding of the

jobseeker travel support package includes the cost of 3,000 one week bus passes to cover interview attendance/access to new job opportunities, 100 Bike loans, 300 adult cycle training sessions and 20 Wheels2Work scooter loans. Funding of the workplace travel support package includes the cost of producing 100 travel information boards for employers, a quarterly Dr Bike service at engaged work places, 500 cycle training sessions, a county-wide online car share service 2,500 bus taster tickets, 30 Workplace PTP drop-in sessions 5,000 walk/cycle maps and 15 employment site grants.

- **Work Package D: Get Moving for Skills.** A completely new and innovative support service targeted at 7,800 16 year old school leavers across the 13 secondary schools in the bid area who will be transitioning to a range of new further education/training/employment sites, with the emphasis on broadening their travel horizons and influencing travel choices before the transition is made. This intervention builds on previous experience of delivering school-based initiatives across Nottinghamshire. In addition to the engagement service signposting young people to journey options and travel discounts, funding also covers the cost of producing 7,800 travel information packs and walk/cycle maps and 2,000 active travel incentives including cycle safety equipment.

Anticipated impacts are explained in the economic case section (B3), and include:

- Over 1.5 million fewer car trips on Nottinghamshire’s roads creating extra highway capacity to accommodate planned local housing and employment growth.
- Almost £2.3m of monetised local public health benefits arising from increased walking (+470,000 trips) and cycling (+196,000 trips) activity levels.
- More than 450,000 additional local bus trips, helping to strengthen commercially operated bus routes in Newark and Mansfield.
- Over 3,300 fewer tonnes of CO2e (20.9 tonnes of

N2O) emitted from road-based modes of transport, making a positive contribution to air quality at locations close to exceedance in the bid area.

- Supporting jobseekers and apprentices into employment contributing £1.95m of Gross Value Added to the local economy.

## B2. The Strategic Case

Delivery of the Get Moving Nottinghamshire project will focus on four key corridors within the mid-Nottinghamshire HMA serving the economic centres of Mansfield and Newark.

Mansfield is an urban area with a population of 104,000. As with other areas of the UK, Mansfield suffered economically during the 1980’s due to its heavy reliance on textiles and coal mining for prosperity. Concentration of skills in these sectors, combined with the resulting poor environment and ageing infrastructure of the District, made it difficult for the area to attract enough of the growing service and high-tech sectors to compensate.

Much has since been done to replace jobs lost by encouraging appropriate forms of development and redevelopment and supporting the diversification of the local economy by assisting the start-up of new firms, the expansion of existing firms and the attraction of inward investment. This has been complemented by improvements to the environment, the upgrading of leisure and cultural facilities and the provision of infrastructure and new housing.

Newark is a key market town located in the predominantly rural Newark and Sherwood District (population 115,000). Strategically linked to the A1, Newark (together with Balderton) forms the largest urban concentration in the District. Newark was historically a centre for the wool and cloth trade but now has particular strengths in food and drink manufacturing, the agri-food sector and telecoms and is a tourism hub with Sherwood Forest and the new National Civil War Centre both major draws to the area.

Newark and Sherwood was designated as a New Growth Point by the Government because of its location, its potential for regeneration, its need for substantial affordable housing and the need for new infrastructure improvements such as transport and communications, healthcare, education, recreation and leisure. Growth Point designation included the potential for the sustainable expansion of the Newark Urban Area with a recognition that growth may require delivery through urban extensions.

The Mansfield Local Plan and Newark Local Development Framework identify opportunities for considerable growth involving the proposed creation of additional private sector jobs and the delivery of new homes to support a growing population as detailed in Table B1.

**Table B1: Planned housing development and job creation by 2030**

Location	Planned job creation	Planned new dwellings
Mansfield	2,394	2,776
Newark	3,118	3,150

## Key Challenges to Growth

Congestion already has a significant impact on the economy of the bid area. Car use on short journeys to work is high (according to the 2011 Census 66% of journeys to work in Mansfield and Newark are less than 6 miles yet 72% and 73% of people respectively drive to work in each town) and this will increase significantly with the planned levels of growth if action is not taken.

Alongside this, poor access to labour markets will constrain the ability to unlock strategic employment sites and attract new businesses, significantly reducing the ability to deliver the growth ambitions. Failure to provide sufficient transport capacity for new housing will ultimately lead to unsustainable levels

of congestion, poor accessibility to jobs and services, reduced attractiveness of the area as a place to live and failure to provide the population needed to enable the growth ambitions. Unless addressed these challenges may result in:

- Inhibited business competitiveness/growth, lost productivity and associated barriers to inward investment due to increased/unreliable journey time delays.
- Traffic growth from proposed development in the local area and further afield which will negatively impact on business productivity within the bid area. Failure to provide sufficient headroom for growth will result in increased congestion and less liveable communities.
- Poor access to employment and education/training by sustainable transport which will negatively impact on business' ability to recruit from the local workforce; as well as unemployment levels/job creation (a number of wards in the bid area already have higher than average unemployment rates).
- Labour market mobility barriers through residents' inability to access employment/training opportunities impacting on unemployment levels/job creation (County Council Employment Bulletins reveal that claimant count in Mansfield is higher than national/regional averages in 15 wards; and according to Census data 30% have no qualifications and 25% have no access to a car; claimant count in Newark is higher than national/regional averages in a number of wards; 30% have no qualifications; 20% have no access to a car).
- Reduced vitality/viability of town centres as economic centres without access improvements to support existing/encourage new firms and investment (12.9% shop vacancy in Mansfield).
- Poor visitor experience due to sub-standard sustainable transport networks. Newark in particular has the potential to be a tourism hub for nearby local visitor attractions in the area.

- High deprivation (According to the DCLG English Indices of Deprivation, Mansfield is in the top 10% most deprived districts in England; four wards in Mansfield are in the top 10% most deprived with several additional wards in the top 20%; in Newark three wards are in the top 10% most deprived with several additional wards in the top 20%).
- Lost productivity due to unhealthy workforce/working age population (According to Public Health England 32% of adults are obese in Mansfield and over 19% of adults are obese in Newark).
- Employment/housing growth unable to progress due to their impacts on air quality (already air quality issues in the bid area with locations close to exceedance).
- Delivery/take-up of employment land, site occupancy and associated job creation constrained due to lack of accessibility to sites.
- Planned housing development constrained due to lack of accessibility to sites.



## Meeting the Challenge

The D2N2 LEP's Strategic Economic Plan and Nottinghamshire Growth Plan (NGP) are targeted at meeting the challenges of raising growth rates in the area, creating increased prosperity and increasing levels of employment. The Growth Plan identifies key drivers of the County's economic growth, including enabling Nottinghamshire to become one of the best connected counties, driving investment and creating new jobs, and the Strategic Economic Plan sets out a vision for the LEP area to become a more prosperous, better connected, and increasingly competitive and resilient economy.

These objectives dovetail with those of the Nottinghamshire Local Transport Plan which sets out Nottinghamshire's transport strategy and outlines a programme of transport measures to be delivered over the short, medium and long term. Key LTP3 objectives to deliver Nottinghamshire's Strategic Plan aims include:

- Addressing the transport impacts of planned housing and employment growth
- Supporting regeneration
- Improving access to employment and key services particularly from rural areas
- Improving levels of health and activity by encouraging active travel (walking or cycling) instead of short car journeys
- Tackling congestion and making journey times more reliable
- Reducing transport's impact on air quality

The LTP3 strategy is framed around delivering a hierarchy for transport improvements to help enable development to occur and increase economic output. Sustainable transport improvements are placed at the top of that hierarchy with development of new cycle and walking routes and the promotion and support of cycling and walking infrastructure key policy tools to improve access to jobs, training and local services and to reduce journey time delay, improve levels of health

and activity and assist in meeting air quality targets.

Nottinghamshire's Cycling Strategy Delivery Plan has been developed to complement the LTP3 strategy and sets out how the County Council, working with partners, aim to make cycling improvements that will deliver the LTP objectives, particularly those relating to improving access to jobs and reducing the impacts of congestion on the economy, as well as DfT's Cycling and Walking Investment Strategy.

The Mansfield Local Plan and Newark Local Development Framework bring the focus back to the bid area by highlighting the need to sustainably accommodate growth by encouraging people to live and work in each town through provision of good connectivity to employment, education and training opportunities and by ensuring that new development makes optimal use of existing transport infrastructure.

In order to achieve these ambitions the D2N2 Strategic Economic Plan identifies a capital investment programme in cycling and walking to facilitate housing development and job growth which is already underway in the bid area. This includes town centre improvements, developer funded improvements and committed LGF projects including investment in the Newark Southern Link Road and the Newark Castle rail line and the delivery of sustainable transport programmes throughout both towns to provide improved access to:

- Local employment opportunities (e.g. local and retail centres, business parks etc);
- Proposed employment and housing development, by linking to existing cycling networks;
- Education (schools and colleges);
- Local services (e.g. shops, health care – doctors surgeries and hospitals, and other essential services);
- Visitor leisure destinations (both urban and rural); and
- Public transport interchange.

It should also be noted that encouraging cycling and walking is a central theme in the plans of the Nottinghamshire Health and Well Being Board to increase physical activity levels in order to help improve the health and wellbeing of the population, which in turn reduces the financial burden on the health service and lost productivity within the business economy.

### Targeting Access Fund for Maximum Impact

Drawing all of the highlighted challenges and opportunities together it is clear that continuing to support sustainable mobility in the bid area, and particularly walking and cycling for short trips, will serve to unlock economic growth and improve the health and wellbeing of the residents and employees of the two towns. Get Moving Nottinghamshire has been identified as the best option to build on the capital investment in cycling and walking planned for the bid area to maximise investment and outcomes.



The project aims to deliver behavioural change measures previously successfully implemented across Nottinghamshire as one simultaneous co-ordinated package for the first time in the county in order to maximise outputs and mirror the outcomes of the successful Sustainable Travel Towns programme (Darlington, Peterborough and Worcester).

The project objectives, which are consistent with DfT's primary Access Fund objectives and directly relate to local strategies aimed at supporting economic growth through enhanced sustainable mobility (D2N2 Strategic Economic Plan and Nottinghamshire LTP3), include:

- Growing the local economy and supporting continued regeneration of the bid area by unlocking planned housing and employment growth through the active promotion of improved cycling and walking schemes to new and existing job, education and training opportunities.
- Promoting increased levels of physical activity through walking and cycling, with a particular focus on short trips, so as to improve local public health and support delivery of Government's Cycling and Walking Investment Strategy.
- Encouraging a long-term reduction in car use, through mode-shift to walk/cycle and public transport modes of travel, so as to unlock the capacity needed to accommodate the additional travel demand that local housing and employment growth is expected to place on the transport networks in the bid area.
- Demonstrating how carbon and NOx emissions can be reduced to improve known air quality issues at specific locations in the bid area, by reducing traffic congestion at sites close to air quality exceedance through the offer of viable active travel choices to local people.

The project has been formulated through close collaboration with partners at a local level and provides the best balance of measures to provide a solution that

will not only encourage people to cycle and walk but will enable a lasting legacy and generational change to travel habits throughout the area.

The aim is to provide revenue support to a defined amount of significant LGF funded cycling and walking route improvements on the strategic networks in each town – filling key gaps in provision in proximity to housing and employment growth sites that come forward in the period 2017-20. Figures B3 and B4 outline the prospective focus of our bid with respect to targeting behavioural change interventions on selected key corridors. These corridors were selected based on outputs from the Local Plans and the latest Council insight into forthcoming development to give priority to economic growth objectives whilst also considering potential health, local air quality and congestion impacts. These are:

- Corridor 1: 1,700 new homes and 3.83ha new employment land – running along the A6075 to the north-west of Mansfield, and along the A6191 towards the town centre ending close to the central West Nottinghamshire College campus. The length of the route directly serves one Business Park and over 10 sites earmarked for new development, three secondary schools as well as the College.
- Corridor 2: 2,700 new homes and 35.21ha new employment land - running from the LGF-funded Vision West Nottinghamshire College University Centre to Mansfield town centre along the A617, A6191 B6030 and B6033. The route runs through the largest proposed development site (Lindhurst) in Mansfield as well as many smaller sites, three business parks and two secondary schools.
- Corridor 3: over 400 new homes, 13.78ha new employment land and a new hotel - running from the north-east of Newark along Lincoln Road, through the historic town centre to Newark College. The route encompasses seven sites for new development and is proximate to both Newark North Gate and Newark Castle train stations.

- Corridor 4: 6,000 new homes, 53ha new employment land and a new leisure centre - running from the Fernwood suburb to the south-east of Newark, through Balderton, and along Hawton Lane and Bowbridge Road to Newark Hospital and the Magnus Church of England Academy. The route links a Business Park and a significant area of proposed new development to the south of Newark including the largest proposed development site in the town.



At this stage these are the recommended corridor locations for revenue investment in the event of a successful Access Fund bid. Should the planned growth in these specific locations not come forward in the anticipated time frame, the Council will re-focus this investment to support other proposed strategic cycle routes to be funded through the Local Growth Fund in the bid area.

Figure B5 outlines the logic mapping process that we have followed to develop the Get Moving Nottinghamshire project and associated work packages, highlighting the challenges that will be addressed by the schemes, who they will benefit, what will be delivered on the ground, short and medium term outcomes and longer term impacts.

In summary, the main beneficial outcomes of the Get Moving Nottinghamshire project described in this bid are directly relevant to the strategic objectives outlined above, and include:

- Supporting economic growth, by delivering new, joined-up walking and cycling routes for people and businesses locating to new housing and employment growth sites in the bid area.
- Wider economic benefits associated with encouraging jobseekers, apprentices, and young people transitioning to Further Education/employment/training to walk, cycle and use public transport in order to access these local opportunities.
- Public health benefits associated with actively promoting increased walking and cycling activity among beneficiaries – including among social groups that experience the greatest health inequalities and higher than average levels of unemployment.
- Forecast reductions in car use that deliver de-congestion, emissions, and air quality benefits with identified peak hour traffic congestion and air quality limit value exceedances associated with road transport.



Figure B3 Location of selected Get Moving supported corridors in Mansfield

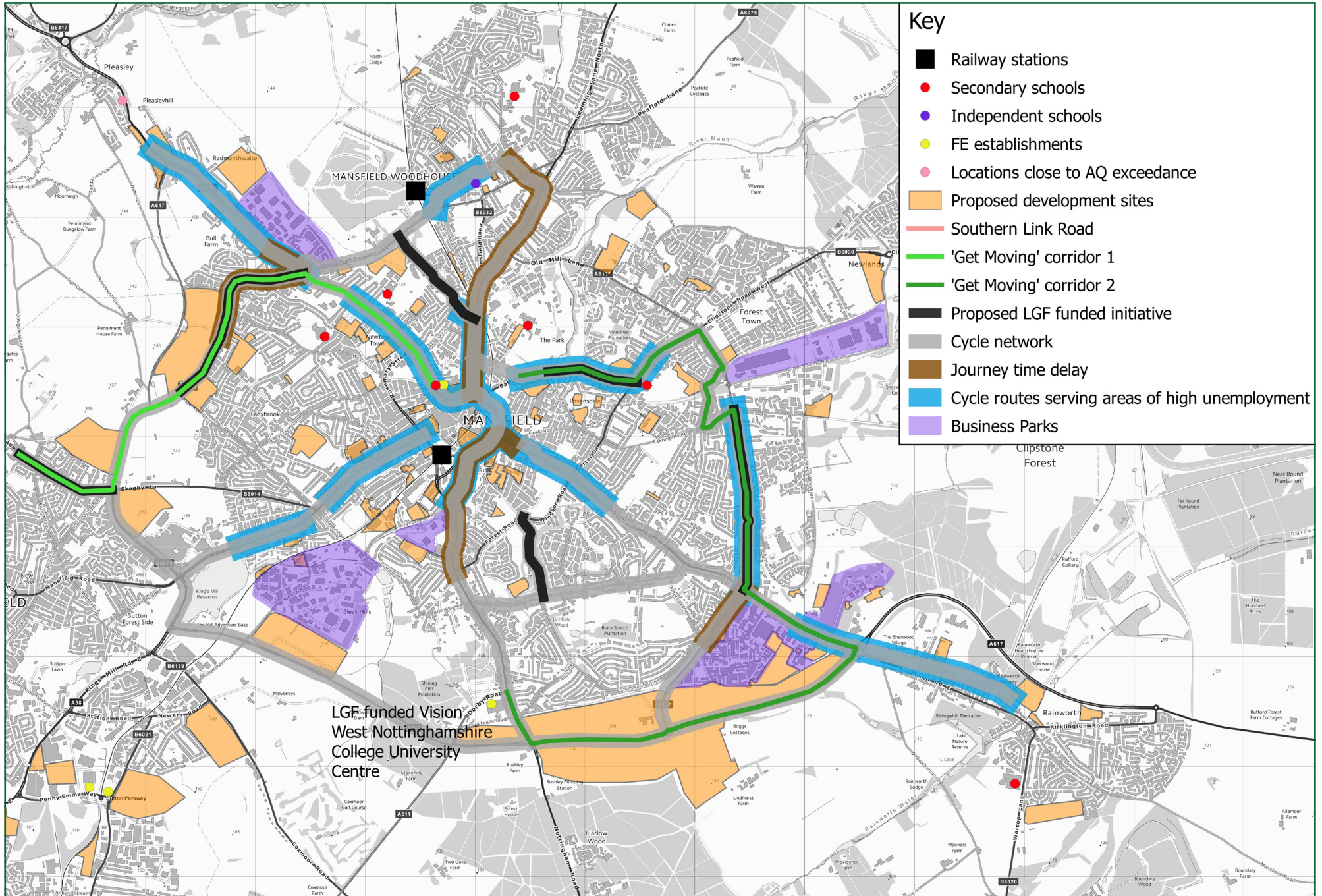


Figure B4 Location of selected Get Moving supported corridors in Newark

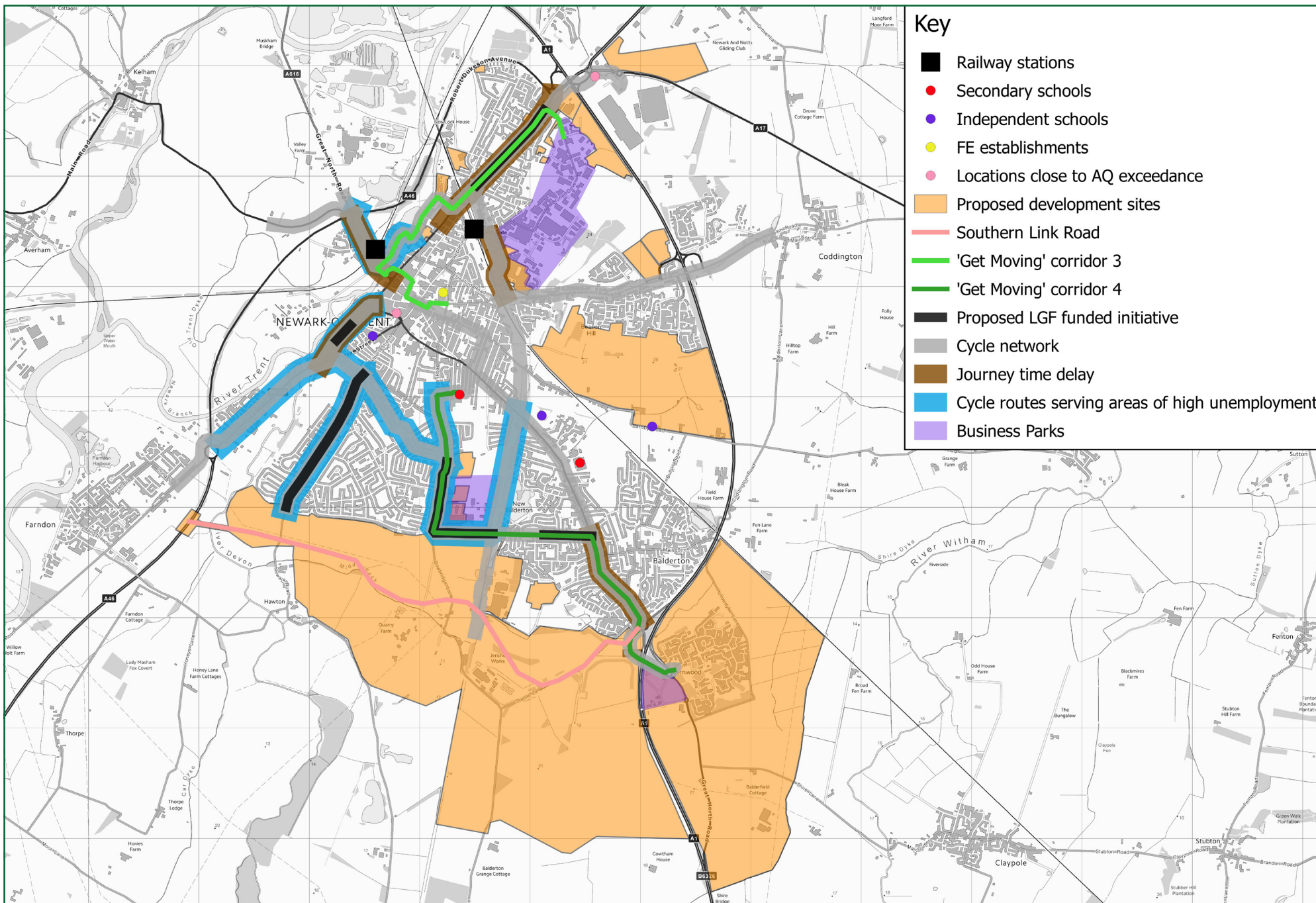


Figure B5 Logic mapping for Get Moving Nottinghamshire interventions

Get Moving Programme	Context		Output	Outcomes	Impact of delivery
Work Packages	Challenges being addressed	Who will benefit	What will be produced	Short/medium terms results	Long term impacts
<b>A - Get Moving campaign design and management</b>	Congestion already impacts significantly on the economy of the bid area and is forecast to increase significantly with the planned levels of growth. Poor levels of health and activity lead to lost productivity within the local economy. Air quality issues in the bid area with locations close to exceedance.	Job seekers, apprentices and young people transitioning to Further Education/employment/training, local residents, employees, commuters, schools, colleges and employers in the bid area.	Get Moving Nottinghamshire brand identity and guidelines to support delivery of Workpackages B, C, and D. Get Moving marketing toolkit containing core engagement materials and templates for use across the County. 12.8 km of cycle/walk routes. Monitoring and evaluation framework.	Workpackage A is supportive of other Workpackages' more direct behaviour change interventions and therefore contributes directly to the outcomes from Workpackages B, C and D.	
<b>B - Get Moving at Home</b>	Failure to provide sufficient transport capacity for new and existing housing will ultimately lead to unsustainable levels of congestion, reduced attractiveness of the bid area as a place to live and failure to provide the population needed to enable the growth ambitions.	4,320 participant households (from 18,000 targeted households and 9,000 successfully contacted) located in residential developments (including new developments) in areas of high unemployment with a focus on providing Personalised Travel Planning (PTP) advice and assistance along new walk / cycle corridors delivered using LGF capital investment.	<ul style="list-style-type: none"> <li>• 4 rounds of PTP</li> <li>• Public transport incentives (~4,500 taster tickets)</li> <li>• 9,000 travel information packs and walk/cycle maps based on a 50% contact rate</li> </ul>	<ul style="list-style-type: none"> <li>• 115,000 additional cycle trips</li> <li>• 140,000 additional walk trips</li> <li>• 300,000 additional local bus trips</li> </ul>	<ul style="list-style-type: none"> <li>• An extra £1.95m of Gross Value Added to local economy from jobseekers supported into employment</li> <li>• Over 1.5 million fewer car trips on Nottinghamshire's roads directly improving local air quality and creating extra highway capacity to accommodate future growth</li> <li>• Net reduction of 3,300 tonnes of CO2e and 20.9 tonnes of N2O emitted</li> <li>• Almost £2.3m of monetised local public health benefits arising from increased walking and cycling activity levels</li> </ul>
<b>C - Get Moving to Work</b>	Poor access to labour markets will constrain the ability to unlock strategic employment sites and attract new businesses, significantly reducing the ability to deliver the growth ambitions. Poor access to work and journey time delays will also inhibited business competitiveness and result in lost productivity and increase business costs.	3,000 jobseekers, apprentices and people in full-time education/training and 5,000 employees (100 employers) in the bid area with a focus on broadening travel horizons and influencing travel choices	<p>Jobseeker travel support:</p> <ul style="list-style-type: none"> <li>• Reduced fare public transport to attend interviews/access new job opportunities (~3,000 one week bus passes)</li> <li>• 100 Bike loans &amp; 300 adult cycle training sessions</li> <li>• 20 x Wheels2Work scooter loans</li> </ul> <p>Workplace &amp; employer travel support</p> <ul style="list-style-type: none"> <li>• 100 employer Travel Action Plans and information boards</li> <li>• Quarterly Dr Bike service, 500 cycle training sessions, Countywide online car share services</li> <li>• Public transport taster tickets (~2,500 taster tickets)</li> <li>• 30 Workplace PTP drop-in sessions</li> <li>• 5,000 walk/cycle maps</li> <li>• 15 employment site grants</li> </ul>	<ul style="list-style-type: none"> <li>• 40,000 additional cycle trips</li> <li>• 165,000 additional walk trips</li> <li>• 75,000 additional local bus trips</li> <li>• 45 jobseekers and apprentices supported into employment</li> </ul>	<ul style="list-style-type: none"> <li>• Almost £2.5m of decongestion benefits estimated based on WebTAG databook values</li> <li>• Scalable approach to rolling-out behavioural change campaigns across other locations</li> </ul>
<b>D - Get Moving for Skills</b>	Poor access to employment and education/training by sustainable transport will negatively impact on business' ability to recruit from the local workforce; as well as unemployment levels/job creation. A number of wards in the bid area already have higher than average unemployment rates.	7,800 16 year old school leavers at the 13 secondary schools in the bid area with a focus on broadening travel horizons and travel planning at the point of transition into further education/training/employment.	<ul style="list-style-type: none"> <li>• 7,800 sets of travel information and walk/cycle maps</li> <li>• 2,000 Bike/Walk/PT safety info &amp; reflective gear</li> </ul>	<ul style="list-style-type: none"> <li>• 40,000 additional cycle trips</li> <li>• 160,000 additional walk trips</li> <li>• 75,000 additional local bus trips</li> </ul>	

## B3. The Economic Case – Value for Money

### Scheme objectives

Get Moving Nottinghamshire aims to deliver behavioural change measures previously successfully implemented across Nottinghamshire as one simultaneous co-ordinated package for the first time in the county in order to maximise project outputs and mirror the outcomes of the successful Sustainable Travel Towns programme (Darlington, Peterborough and Worcester).

The objectives, which are consistent with DfT's primary Access Fund objectives and directly relate to local strategies aimed at supporting economic growth through enhanced sustainable mobility (D2N2 Strategic Economic Plan and Nottinghamshire LTP3), include:

- Growing the local economy and supporting continued regeneration of the bid area by unlocking planned housing and employment growth through the active promotion of improved cycling and walking schemes to new and existing job, education and training opportunities.
- Promoting increased levels of physical activity through walking and cycling, with a particular focus on short trips, so as to improve local public health and support delivery of Government's Cycling and Walking Investment Strategy.
- Encouraging a long-term reduction in car use, through mode-shift to walk/cycle and public transport modes of travel, so as to unlock the capacity needed to accommodate the additional travel demand that local housing and employment growth is expected to place on the transport networks in the bid area.
- Demonstrating how carbon and NOx emissions can be reduced to improve known air quality issues at specific locations in the bid area, by reducing traffic congestion at sites that are close to air quality exceedance through the offer of viable active travel choices to local people.



### Delivery programme

The Get Moving Nottinghamshire project will achieve the strategic aims set out above by implementing an integrated combination of:

- Revenue-funded, consistently-branded, travel behaviour change initiatives targeted at identified priority locations in each town that will benefit from the investment detailed below.
- Capital investment - from a combination of unallocated Local Growth Fund Round 2 and Integrated Transport Block monies - in strategic walk and cycle route improvements designed to connect-up and sign disparate existing walk/cycle paths to create a cohesive active travel network in the bid area.

The economic case for Get Moving Nottinghamshire has been built around the four packages of measures set out in Table B2 below, which will be delivered over the period 2017/18-19/20.

Our intention is to focus early delivery of capital walk/cycle network improvements in the bid area in 2017/18 (leveraging ready-to-implement cycle network strategies) so that proactive travel behaviour change initiatives are subsequently (in 2018-20) targeted on housing and employment growth sites along the networks and jobseekers, apprentices and students at the point of transition into Further Education/training/employment. This will lock-in the potential active travel, economic growth, carbon and traffic congestion reduction benefits that a joined-up and well-promoted walk/cycle network can deliver.

**Table B2: Get Moving Nottinghamshire work packages and delivery outputs**

Work package	Key outputs	Beneficiaries
A: Campaign design & Management	<ul style="list-style-type: none"> <li>• Get Moving branding</li> <li>• Marcomms materials and templates</li> <li>• Monitoring &amp; evaluation framework</li> <li>• 12.8km of new walk/cycle routes in the bid area</li> </ul>	Supports all other work packages and legacy for Nottinghamshire
B: Get Moving: At Home	<ul style="list-style-type: none"> <li>• 4 rounds of Personalised Travel Planning</li> <li>• Public transport incentives (~4,500 taster tickets)</li> <li>• 9,000 sets of travel information and walk/cycle maps</li> <li>• Target new and existing residential areas</li> </ul>	18,000 targeted households in the bid area with 4,320 participants from 9,000 successfully contacted based on 50% contact and participation rates
C: Get Moving: To Work	<p>Jobseeker travel support:</p> <ul style="list-style-type: none"> <li>• Reduced fare public transport (~3,000 one week bus passes)</li> <li>• 100 Bike loans &amp; 300 adult cycle training sessions</li> <li>• 20 x Wheels2Work scooter loans</li> </ul> <p>Workplace &amp; employer travel support:</p> <ul style="list-style-type: none"> <li>• 100 employer Travel Action Plans and information boards</li> <li>• Quarterly Dr Bike service at engaged work places, 500 cycle training sessions, Countywide online car share service</li> <li>• Public transport incentives (~2,500 taster tickets)</li> <li>• 30 Workplace PTP drop-in sessions</li> <li>• 5,000 walk/cycle maps</li> <li>• 15 employment site grants for workplace cycle/car share parking, shower and changing facilities</li> </ul>	<p>3,000 jobseekers in the bid area</p> <p>5,000 employees in the bid area</p>
D: Get Moving: For Skills	<ul style="list-style-type: none"> <li>• Targeted school-leaver support:</li> <li>• 7,800 travel information packs and walk/cycle maps</li> <li>• 2,000 Bike/Walk/PT safety info &amp; reflective gear</li> <li>• Signpost to young person travel discounts</li> <li>• Delivered in Yr11 spring/summer term</li> </ul>	7,800 16 year olds at point of transition to FE / apprenticeships / employment

Based on the Local Plans and latest insight into forthcoming housing and employment development, we envisage targeting the behavioural change interventions along the following corridors:

- Corridor 1: 1,700 new homes and 3.83ha new employment land – running along the A6075 to the north-west of Mansfield, and along the A6191 towards the town centre ending close to the central West Nottinghamshire College campus. The length of the route directly serves one Business Park and over 10 sites earmarked for new development, three secondary schools as well as the College.
- Corridor 2: 2,700 new homes and 35.21ha new employment land - running from the LGF-funded Vision West Nottinghamshire College University Centre to Mansfield town centre along the A617, A6191 B6030 and B6033. The route runs through the largest proposed development site (Lindhurst) in Mansfield as well as many smaller sites, three business parks and two secondary schools.
- Corridor 3: over 400 new homes, 13.78ha new employment land and a new hotel - running from the north-east of Newark along Lincoln Road, through the historic town centre to Newark College. The route encompasses seven sites for new development and is proximate to both Newark North Gate and Newark Castle train stations.
- Corridor 4: 6,000 new homes, 53ha new employment land and a new leisure centre - running from the Fernwood suburb to the south-east of Newark, through Balderton, and along Hawton Lane and Bowbridge Road to Newark Hospital and the Magnus Church of England Academy. The route links a Business Park and a significant area of proposed new development to the south of Newark including the largest proposed development site in the town.

## Anticipated outcomes of the scheme being delivered

The main beneficial outcomes of Get Moving Nottinghamshire described in this bid are directly relevant to the strategic objectives outlined above, and include:

- Supporting economic growth, by delivering new, joined-up walking and cycling routes for people and businesses locating to new housing and employment growth sites in the bid area.
- Wider economic benefits associated with encouraging jobseekers, apprentices, and young people transitioning to Further Education/employment/training to walk, cycle and use public transport in order to access these local opportunities.
- Public health benefits associated with actively promoting increased walking and cycling activity among beneficiaries – including social groups that experience the greatest health inequalities and higher than average levels of unemployment.
- Forecast reductions in car use that deliver de-congestion, emissions, and air quality benefits at locations with identified peak hour traffic congestion and air quality limit value exceedances associated with road transport.

In determining the economic case for Get Moving Nottinghamshire we considered the capital cost (funded through a combination of unallocated LGF Round 1 funds and Integrated Transport Block monies) of extending and joining-up the walking and cycling networks in the bid area as one that is shared across the three groups of behaviour change interventions being delivered through Work packages B, C, and D.

This reflects our understanding, drawn from previous similar successful initiatives delivered across Nottinghamshire, that behaviour change interventions are the programme components that will most directly encourage local people to make use of the joined-up walk/cycle networks being established in the bid area.

Work package A is also considered supportive of other Work packages' more direct behaviour change interventions. Its tangible outputs will comprise the branded marketing and communications materials needed to present our delivery of Work packages B, C, and D to local employers and members of the public in a cohesive and eye-catching way. The marketing and communications toolkit, as well as web and social media resources, developed through this effort will provide a broader legacy for the County. We intend to re-use the brand and associated materials when delivering sustainable travel projects elsewhere in the future.

Using ex-post evaluation data from locally delivered smarter travel initiatives and evidence of impact from the Sustainable Travel Towns programme, we estimate the direct behaviour change components of the Get Moving Nottinghamshire will result in the outcomes summarised in Table B3 between 2017 and 2020. These are estimated for the target population - of 20,120 beneficiaries - whose travel patterns will be directly affected by Get Moving initiatives, which represents around 20% of the populations of Mansfield and Newark.

**Table B3: Anticipated outcomes of Get Moving Nottinghamshire 2017-2020**

Outcome metrics	Work package			Project wide outcomes
	B) Get Moving at Home	C) Get Moving to Work	D) Get Moving for Skills	
Targeted beneficiaries	4,320	8,000	7,800	20,120
Avg. change in Cycle Km / beneficiary / yr	135	33	33	66.6
Avg. change in Walk Km / beneficiary / yr	39	31	31	33.5
Change in Bus trips	+ 302,400	+ 76,800	+ 74,880	+ 454,080
Change in Train trips	+ 133,920	-	-	+ 133,920
Change in Car trips	- 674,682	- 424,800	- 414,180	- 1,513,662
Change in Cycle trips	+ 116,640	+ 40,320	+ 39,312	+ 196,272
Change in Walk trips	+ 142,167	+ 166,520	+ 162,357	+ 471,044
Change in Car Km	- 9,244,228	- 5,471,213	- 5,334,433	- 20,049,874
Net change in Tonnes CO <sub>2</sub> e emitted	- 1,298	- 1,025	- 1,000	- 3,323
Net change in Tonnes N <sub>2</sub> O emitted	- 7.92	- 6.59	- 6.42	- 20.92
Change in Cycle Km	+ 581,336	+ 261,242	+ 254,711	+ 1,097,290
New cyclists	130	240	234	604
People supported into employment (FTE)	-	45	-	45

These outcomes have been estimated based on the following sets of robust evidence and underlying data:

- Work package B: Household PTP participation rates, forecast changes in participant’s travel patterns, and uptake in walking and cycling has been estimated based on evidence from an independent evaluation of previous PTP interventions delivered in the bid area. Average annual trip numbers and trip lengths by mode, derived from the National Travel Survey (2014), were used to estimate baseline travel patterns for PTP beneficiaries in Mansfield and Newark.
- Work packages C & D: Evidence of travel behaviour change recorded through the Sustainable Travel Town initiatives (2010 Evaluation Report published by DfT) was applied to baseline estimates of beneficiaries’ travel patterns calculated using the average trip numbers and lengths by mode derived from the National Travel Survey (2014). This reflects our stated objective of mirroring the success of the STT interventions through effectively combining capital and revenue spending on sustainable travel interventions in the bid area.
- Forecast CO<sub>2</sub>e and N<sub>2</sub>O emissions reductions were calculated based on the net changes in estimated car (vehicle) and public transport (passenger) Km travelled, which were multiplied by the latest Department for Business, Energy & Industrial Strategy Carbon Factors.
- New cyclist numbers were estimated on the basis of previous local evidence (from household PTP surveys conducted in Nottinghamshire) that found 3% of beneficiaries undertaking additional cycling trips were new to cycling
- The numbers of people supported into employment was estimated based on impact evaluation evidence from Nottingham’s LSTF 2011-15 programme. It found that 13% of people who received public transport incentives / Wheels2Work / bike loans obtained a full time job and 8% obtained a part time job, of whom 83% could not

have accessed employment without the jobseeker travel support they received.

Our use of these evidence bases, and our methodology for estimating the outcomes and monetised economic benefits of the Get Moving interventions, is documented in the Economic Appraisal Summary that accompanies this bid (Appendix C).

### How these outcomes will be delivered by this intervention

The forecast reductions in car vehicle km travelled (-20,049,874 Km) and increases in active travel (+196,772 cycle trips and + 471,044 walk trips) among Get Moving Nottinghamshire beneficiaries contribute a significant portion of the interventions’ total estimated benefits. They will be achieved through a combination of mode-switching from private car use and increased numbers of walking, cycling and public transport trips in Mansfield and Newark resulting from:

- Encouragement and incentives to get more active, through walking and cycling, with information about each town’s local enhanced walk/cycle networks and incentives designed to encourage active travel disseminated proactively through household and workplace/jobseeker/school leaver PTP interventions.
- Improved workplace walking and cycling facilities supported through Travel Plans, grants for facilities improvements, and active travel initiatives (Dr Bike, cycle training) delivered at new and existing workplaces in the bid area.
- Encouragement and incentives to travel by public transport, delivered through household and workplace/jobseeker/school leaver PTP interventions in both towns.

Bus patronage figures from local bus operators, and new services due to be delivered in-step with housing and employment developments that are starting construction imminently, mean that forecast increases in public transport use can be accommodated within

existing services in the short term, without significant increases in public transport vehicle-Km. This will also serve to strengthen existing commercially operated bus services in the HMA.

Forecast additional active travel trips will be accommodated by the joined-up and extended walking and cycling networks that will be delivered in Mansfield and Newark through 2017-18. They will lead to significant health benefits for individuals increasing their physical activity through walking and cycling, and economic benefits to employers from reduced absenteeism from a healthier workforce. Set against this, the main dis-benefits of the forecast changes in travel behaviour will be from reduced indirect taxation associated with reduced car mileage, and a small increase in cycle accidents. These are summarised in Table B4.



**Table B4: Monetised estimate of Get Moving Nottinghamshire benefits and costs**

Year	2017-20
Reduced Car KM	20,049,874
Greenhouse gas (CO <sub>2</sub> e) reduction (tonnes)	-3,323
Congestion (£)	£2,466,134
Infrastructure (£)	£21,821
Accident (£)	£698,265
Local Air Quality (£)	£21,821
Noise (£)	£43,642
Greenhouse Gases (£)	£196,387
Indirect Taxation (£)	-£938,294
Additional Cycle KM	1,097,290
HEAT Benefit (£)	£2,282,000
Addition Cycle Accidents (£)	-£62,681
Absenteeism Benefits (£)	£33,375
Journey quality impacts from improved walk + cycle network	£199,541
People supported into employment (FTE)	45
Net GVA of additional people in employment (£)	£1,952,501
<b>TOTAL BENEFITS 2017-20</b>	<b>£6,914,512</b>
Delayed Benefits 2020-21	£2,201,926
Delayed Benefits 2021-22	£676,661
Delayed Benefits 2022-23	£200,663
<b>TOTAL DELAYED BENEFITS</b>	<b>£3,079,251</b>
Third Party Contributions	£1,103,000
<b>TOTAL BENEFITS</b>	<b>£8,890,763</b>
Central Govt Costs	£845,000
Local Authority Costs	£580,000
<b>TOTAL COSTS</b>	<b>£1,425,000</b>
<b>INDICATIVE BCR</b>	<b>6.24</b>

Wider economic and social benefits have also been quantified and monetised as a result of broadening the travel horizons of jobseekers and people not in education or training. Initiatives aimed at making a wider range of employment opportunities more accessible, offering reduced-rate public transport travel on local bus networks to jobseekers and people transitioning into work, and providing bicycles, scooters, cycling equipment and training deliver these benefits.

The key carbon, health, environmental and social & distributional impacts of Get Moving Nottinghamshire are considered to be:

- **Carbon and N<sub>2</sub>O:** Over 3,300 tonnes fewer CO<sub>2</sub>e and 20.9 fewer tonnes of N<sub>2</sub>O emitted as a result of over 20m fewer car vehicle kilometres travelled by 2020 (using average car emissions factors).
- **Health:** Based on ex-post evidence from the Sustainable Travel Towns initiative, and independent evaluation of locally delivered PTP initiatives, the World Health Organisation HEAT tool estimates that the forecast increases in walking and cycling activity would reduce mortality risk by 1%, compared to individuals who do not regularly walk or cycle, across the intervention population. An estimated total of 0.75 deaths will be prevented by the change in walking and cycling. Monetising these figures suggests annual economic benefit of £2,282,000 in 2017-20, which on its own exceeds the direct central government investment sought through this bid. Health benefits that cannot be estimated relate to the mental health and well-being of jobseekers who find employment as a result of broadened travel horizons, and people who take up walking and cycling.
- **Environment:** The environmental impacts will all be positive, with improved local air quality (supporting local air quality management area targets), reduced noise and reduced carbon and nitrous oxide emissions (see above) resulting from the reduced vehicle-km derived through switching



to active and public transport travel modes. These are quantified and monetised in Table B4.

- **Social and distributional impacts:** As noted above, there will be significant social benefits from broadening the travel horizons of jobseekers and low income households through targeted Personalised Travel Planning, public transport discounts, Wheels2Work, short-term bike loans and adult cycle training. These have been quantified in Table B4 on the basis of previously-referenced impact evidence from Nottingham City Council’s jobseeker travel support intervention delivered in 2014/15. English Partnership’s Additionality calculation was used to estimate the Gross Value Added (GVA) productivity benefits associated with 45 additional FTE positions being filled for an average of 12 months’ duration. The distribution of positive impacts will fall predominantly on unemployed people in deprived areas of the HMA.

### Monetisation of benefits and costs

The main benefits and costs of the proposed project have been monetised and presented in Table B4, using values in line with the latest (2014) DfT WebTAG guidance for appraising the benefits of active modes (Unit A5.1) and its more recent paper on making the economic case for sustainable transport. Values for some elements of wider economic and social benefits, arising from reducing the travel barriers jobseekers experience when accessing employment are included alongside standard WebTAG values to ensure these benefits are captured by our appraisal.

Our three-year programme is expected to deliver some legacy benefits for an equivalent period of time after 2020. These will result from the joined-up cycle networks being delivered in the bid area which will help to sustain longer-term shifts in travel behaviour. These legacy benefits are, conservatively, assumed to decay at a rate of 33% per annum to 2022/23.

**Our economic analysis shows an estimated benefit/cost ratio of 6.24, which is in excess of DfT’s appraisal threshold of 4.0 for schemes returning a very high level of value for money. This is consistent with BCR values calculated for similar sustainable travel interventions that combine revenue and capital funding – such as those summarised in DfT’s paper on Investing in Cycling and Walking: The Economic Case for Action.**

### Key risks and uncertainties

The main risks and uncertainties on the benefits arise from inevitable uncertainty over how people in the bid area will respond in changing their travel behaviour. However, these risks are minimised, because the forecast behavioural change is based on sound evidence of the outcomes on walking and cycling activity of previous local PTP interventions (Mansfield Woodhouse, Worksop and Sutton-in-Ashfield), LSTF interventions (Nottingham Urban Area) and the Sustainable Travel Towns. A secondary risk relates to the extent to which jobseekers in the local employment market can be supported into employment since this outcome is highly sensitive to wider economic performance, and the delivery of employment growth. Get Moving Nottinghamshire’s joint focus on supporting access to employment, training/skills development, and further education means this risk is mitigated to some degree.

### Key assumptions

The appraisal period for the economic analysis focused primarily on the intervention years of 2017/18 – 2019/20. However, some rapidly reducing legacy benefit (33% decay rate) was assumed in the period 2021-23. No optimism bias was applied to the project costs, since they are based on outturn costs of delivering LSTF programmes in the local area and have been pre-agreed with delivery partners.

### Description of appraisal approach and further detail

In line with the Access Fund bid guidance, a completed scheme impacts pro-forma has been attached (in Appendix A), which summarises the impact of proposals against DfT’s core metrics. An economic appraisal summary note, which describes the sources of data, assumptions, and forecasts used to complete the pro-forma has been provided in Appendix C.

The evidence that underpins the scheme impact pro-forma has been derived from independent evaluations of PTP projects delivered in the mid-Nottinghamshire HMA, and DfT’s published ex-post evaluation of the Sustainable Travel Towns initiative (published in 2010). An annotated spreadsheet model was created to draw on these data and factor the anticipated outputs and beneficiary numbers for this bid. For transparency, it has been included in Appendix B, and is cross referenced from the economic appraisal summary.



## B4. The Financial Case – Project Costs

Table B5 sets out a breakdown of the project costs for Get Moving Nottinghamshire. Our development of this funding profile has been guided by recent similar projects, and insight into delivery costs based on existing supplier relationships (wherever relevant).

**Table B5: Funding profile (Nominal terms)**

£000s	2017/18	2018/19	2019/20	Total
DfT funding sought	91.667	376.667	376.667	845
Local Authority contribution	500	40	40	580
Third Party contribution including LGF	1,025	39	39	1,103
<b>TOTAL</b>	<b>1,616.667</b>	<b>455.667</b>	<b>455.667</b>	<b>2,528</b>

The breakdown of our Local Authority and Third Party contributions is included in Section A6. We note that match-funded capital costs (including LGF monies) associated with this bid are front loaded in 2017/18 so as to allow for early construction of the upgraded and extended cycle route networks in Mansfield and Newark, following which the behavioural change interventions will be delivered- targeting improved corridors.

## B5. Management Case - Delivery

### Project Plan

Get Moving Nottinghamshire will be delivered as four discrete but interlinking work packages. Our approach is based upon the implementation of well-established initiatives, many of which have already proved successful in encouraging behaviour change in Nottinghamshire. Nottinghamshire County Council (NCC) and partners aim to deliver a targeted package of

holistic measures, focussed along the corridors benefiting from strategic infrastructure improvements, and delivered under a county-wide sustainable travel brand.

Appendix D contains the Gantt chart which sets out the critical path for delivering these work packages, and our envisaged delivery timeframes. In summary our approach is as follows:

Year 1 (2017/18) – Delivery of Work Package A & Project Start-Up for Work Packages B-D:

- Development of a new ‘Get Moving’ sustainable travel brand and associated marketing toolkit for Nottinghamshire, which will be suitable for use across wider NCC travel behaviour change initiatives.
- Project start-up and appointment/procurement of delivery partners.
- Establish the monitoring and evaluation baseline for the project.

Year 2 (2018/19) and Year 3 (2019/2020) - Delivery of Work Packages B-D:

- Work Packages B-D are to be implemented following the completion of the infrastructure measures in Year 1.
- Through Work Package B NCC’s existing residential PTP project will be rolled-out to new target areas in Newark and Mansfield. Developed through the MHA, our PTP model has been deployed successfully across Nottinghamshire, including in Mansfield Woodhouse.
- Work Package C involves the continuation and expansion of a range of existing and previously delivered projects which support businesses, employees and job seekers.
- Work Package D builds on NCC’s previous experience in delivering school-based initiatives, but with a new, innovative focus on supporting school-leavers at key transition points.
- Continuation of Work Package A activities: ongoing programme management; monitoring and evaluation; and implementation of the marcomms strategy.

Nottinghamshire County Council has a strong track record of delivering both capital and revenue funded projects on time and within budget, including the County projects within the Nottingham Urban Area LSTF programme, the DfT-funded Mansfield Passenger Transport Interchange scheme, and the locally-funded Newark Bus Station.

### Key milestones, risk & contingency

Key project milestones, including construction milestones (shaded in green) are outlined in Table B5. The Table also identifies critical dependencies and associated implications that may impact on our proposed work programme. Based on our experience of delivering similar projects the key project dependencies are:

- Timely procurement of delivery teams to carry out specific project tasks (e.g. Get Moving Nottinghamshire marcomms strategy).
- Completion of Mansfield and Newark Strategic Cycle Network improvements so that supporting behaviour change initiatives can be delivered to target audiences as planned.
- Effective engagement of target audiences to ensure annual targets are achieved.

We note that our Access Fund revenue bid is linked to a Local Growth Fund round 1 capital funding bid (unallocated funds, with the business case currently going through the local assurance framework) – for a total of £1,025,000 – to part-fund planned walking and cycling network improvements in Mansfield and Newark. The proposed revenue funding elements of our bid are not wholly contingent upon LGF funding, since they can still be delivered independently of the planned capital investment, but would likely achieve a lower level of total impact (and monetised benefit) if they are not linked to the planned capital investment.

**Table B5: Key milestones**

Delivery period	Key milestones	Key dependencies / implications	Date
2017 - 2018	Programme board approval	Formal acceptance of funding	April 2017
	Procurement of Marcomms delivery partners / extensions to existing contracts	Timely confirmation of funding from DfT Availability of procurement team to support process	May 2017
	Pre-intervention (baseline) monitoring	Monitoring requirements agreed with DfT KPIs for monitoring defined in supplier Service Level Agreements	May 2017
	Commence delivery of Workstrand A activities	Procurement of marcomms delivery partner completed and baseline monitoring activities completed	June 2017
	Commence construction of Mansfield Strategic Cycle Network improvements	Allocation of funding by D2N2 LEP Reduced infrastructure network will impact on programme success	July 2017
	Commence construction of Newark Strategic Cycle Network improvements	Allocation of funding by D2N2 LEP Reduced infrastructure network will impact on programme success	September 2017
	Completion of Mansfield Strategic Cycle Network improvements	Will shape targeting of marketing, communications, Workstrand B-D project delivery	September 2017
	Approval of Get Moving brand, Marcomms strategy and toolkit	To be completed prior to commencement of Workstrand B-D delivery	October 2017
	Completion of Newark Strategic Cycle Network improvements	Will shape targeting of marketing, communications, Workstrand B-D project delivery	December 2017
	Procurement of Workstrand B-C delivery partners / extensions to existing contracts	Availability of procurement team to support process	March 2018
	End of year progress report	Collate outputs from Year 1 for reporting to Programme board and DfT	April 2018
2018 - 2019	Commence delivery of Work Package B-D activities	Dependent on delivery teams being in place and infrastructure works complete	April 2018
	Completion of household PTP (Phase 1)	9,000 households targeted along Corridors 1 and 3	January 2019
	Completion of Phase 1 engagement with businesses & employees, jobseekers and school leavers	Engagement completed with 8,000 people (50% of engagement target for Work Packages C+D)	March 2019
	End of year progress report	Collate outputs from Year 2 for reporting to Programme Board and DfT	April 2019
2019 - 2020	Completion of household PTP (Phase 2)	9,000 households targeted along Corridors 2 and 4	March 2020
	Completion of Phase 2 engagement with businesses & employees, jobseekers and school leavers	Engagement completed with 8,000 people (50% of engagement target for Work Packages C+D)	March 2020
	Access Fund project completion	Closedown projects, continuation where ongoing funding available	
	End of year progress report	Collate outputs from Year 3 for reporting to Programme Board and DfT	April 2020
		Publication of final evaluation report	June 2020

As such our contingency position (in the event of non-award of LGF funds) is that the travel behaviour change branding and campaign development, and personalised interventions with residents / employees / jobseekers / school leavers would all proceed per our bid, but will instead be linked to existing (partially improved) local walking and cycling infrastructure in Mansfield and Newark.

The key dependencies between project work packages have been included within the risk register (Appendix E). Identifying potential risks at this early stage enables us to develop mitigation and contingency strategies, which will ensure that all project work packages are deliverable.

### Current status of projects and resourcing

As highlighted, Get Moving Nottinghamshire includes a mix of proven local behaviour change initiatives and innovative new interventions, which have been developed following consideration of the evidence base. Table B6 summarises the current status of each intervention, and indicates the staff resources allocated to the delivery of this programme. Get Moving Nottinghamshire will be resourced internally, utilising NCC's tendered partnership delivery group (Midlands Highways Alliance (MHA)) where specialist resources are required. This will draw upon expertise from staff who have successfully delivered similar programmes in Nottinghamshire and elsewhere. Locally-based consultants and third sector suppliers would be procured to deliver some of the more specialist programme elements if required.

**Table B6: Status of proposed Get Moving Nottinghamshire interventions and resourcing**

Work package		Projects	Status	Resource
Work Package A Get Moving Campaign Design and Management		Marcomms strategy, brand & style guide development, micro-site, social media strategy	New	0.4 FTE Programme Manager (internal secondment) supported by specialist contractor to deliver marcomms elements
		Design and development of Get Moving marketing toolkit	New	
		Programme manager	Existing	
		Monitoring & Evaluation	Previously Delivered	
Work Package B Get Moving at Home		Household PTP interventions	Existing	Delivery and evaluation outsourced to MHA delivery partner, managed by Programme Manager
Work Package C Get Moving to Work	Jobseeker support	Bike loans for access to interviews/ first months of work	Existing	1.5 x FTE to actively deliver the project with support from external suppliers e.g. Wheels2Work
		Reduced fare PT travel for up to 1 month of interviews/access to work	Previously Delivered	
		Wheels2Work scooter loans	Existing	
		Free adult cycle training	Previously Delivered	
	Workplace and employer support	Vountary Travel Action Plans developed with employers	Previously Delivered	
		Dr Bike, PT ticket incentives, Car Share + adult cycle training at workplaces	Previously Delivered	
		Workplace PTP drop-in service for engaged employer's staff members	Previously Delivered	
		Get Moving branded travel information boards/maps distributed	Previously Delivered	
		Match funding grants for small-scale walk/cycle facility improvements	Previously Delivered	
Work Package D Get Moving: For Skills		Targeted support for 16 year old school leavers	New	0.5 FTE to actively deliver the project

## B6. Management Case – Statutory Powers and Consents

Nottinghamshire County Council will use its statutory powers to improve facilities on highway land. No other powers / consents are required and there are no outstanding statutory powers/consents.

## B7. Management Case – Governance

The scheme is supported by the Chief Executive of Nottinghamshire County Council and has been approved by both senior officers and NCC members, through the committee report process. NCC has adopted PRINCE2 methodology for project management and PRINCE2 principles will ensure critical paths for delivery are identified.

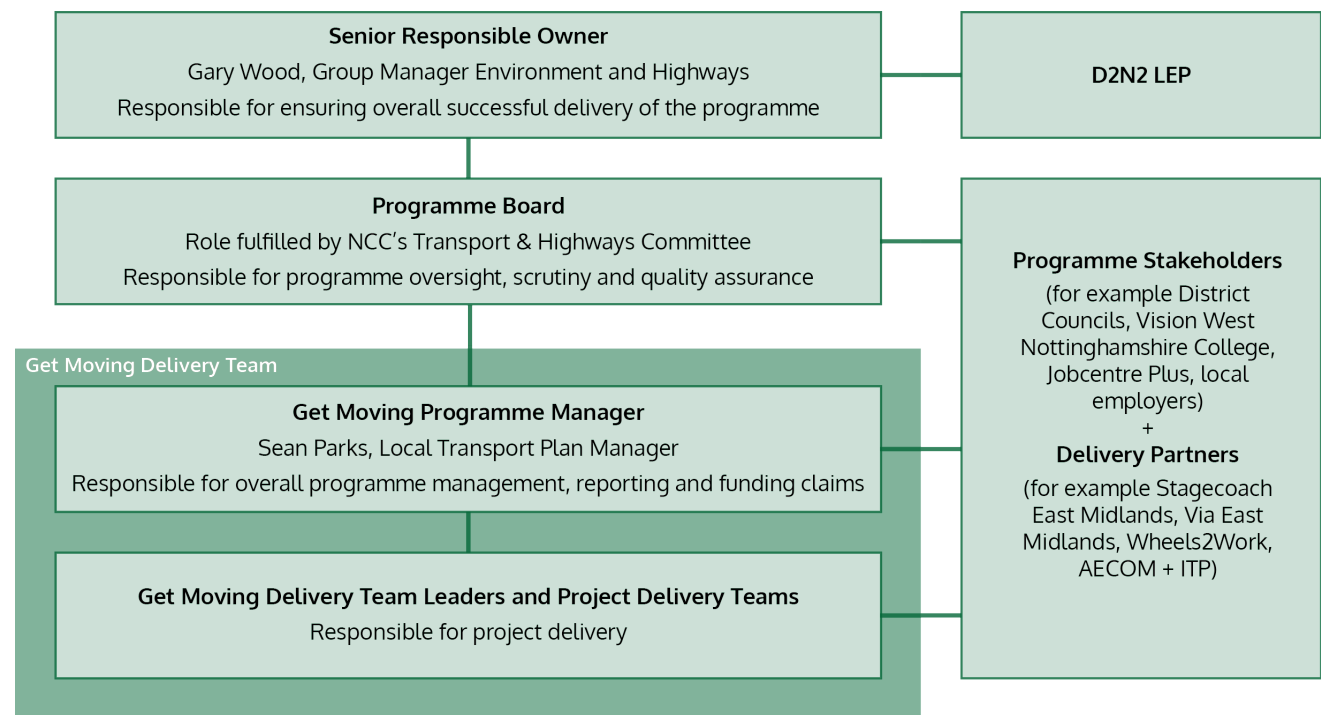
Learning from our involvement in the Nottingham Urban LSTF programme and using the existing governance model for the delivery of the multi-million pound integrated transport programme of measures, we propose to utilise the following established governance mechanisms for Get Moving Nottinghamshire as illustrated in Figure B6:

- At a strategic level, Gary Wood as Senior Responsible Owner will have overall responsibility for ensuring the successful delivery of Get Moving Nottinghamshire. The SRO has sufficient experience and authority to ensure delivery of the programme.
- NCC’s Transport & Highways Committee will take on the role of the Get Moving Nottinghamshire Programme Board, overseeing the delivery of the programme. Their remit will be to review and advise on programme delivery through the Committee’s established mechanisms.
- Progress on the delivery of Get Moving Nottinghamshire will be reported back to the NCC’s Transport & Highways Committee by the Programme Manager, Sean Parks, on a quarterly basis. This Committee already meet on a monthly basis.

- This governance mechanism has been successfully deployed by NCC to deliver its Integrated Transport Block allocation.
- The Programme Manager will also ensure that programme stakeholders are kept informed and engaged with respect to the progress and achievements of the programme.
- The Core Get Moving Nottinghamshire Delivery Team will comprise of the Programme Manager supported by specialist staff from NCC’s Transport Planning & Programme Development team, plus

- specialists from elsewhere as necessary.
- As Programme Manager, Sean Parks will take responsibility for the day to day delivery of Get Moving Nottinghamshire. He will coordinate and manage the appointment of delivery leads and delivery teams (both internal and external) for each of the work packages. Sean is well-versed in the requirements of delivering behavioural change projects, procurement of works and liaising with a range of external project partners.

Figure B6: Programme governance organogram



NCC's Corporate Communications team will support the development of the Get Moving Nottinghamshire brand and marcomms strategy. NCC officers have access to assistance from NCC's equality officers and health and safety teams. The project will operate within NCC's financial regulations framework, which set out instructions and guidance for processing the Authority's business transactions. These cover budgetary control, procurement of goods and services, management, retention, security and disposal of records, payment for goods, services and works, risk management and insurance, protection of public funds, audit etc. The financial regulations are fully compliant with EU public procurement directives.

### B8. Management Case - Risk Management

Risk management is an important ongoing task, in terms of identifying and recording risks to the successful delivery of the Get Moving Nottinghamshire programme. Risk evaluation/management is an integral part of NCC's delivery approach, and it is managed throughout the development and delivery of the scheme using a risk register. The majority of initiatives delivered through this programme are successful projects previously delivered in Nottinghamshire that have proven to provide value for money. Whilst risks are therefore limited we have adopted our usual risk management process and developed risk registers for each scheme to ensure value for money is maintained.

The risk register, presented in Appendix E, identifies the key risks that could impact the programme, including policies, financial and delivery risks, and the mitigation measures that we will take to reduce their potential impact.

Ownership and maintenance of the risk register is the Programme Manager's responsibility.

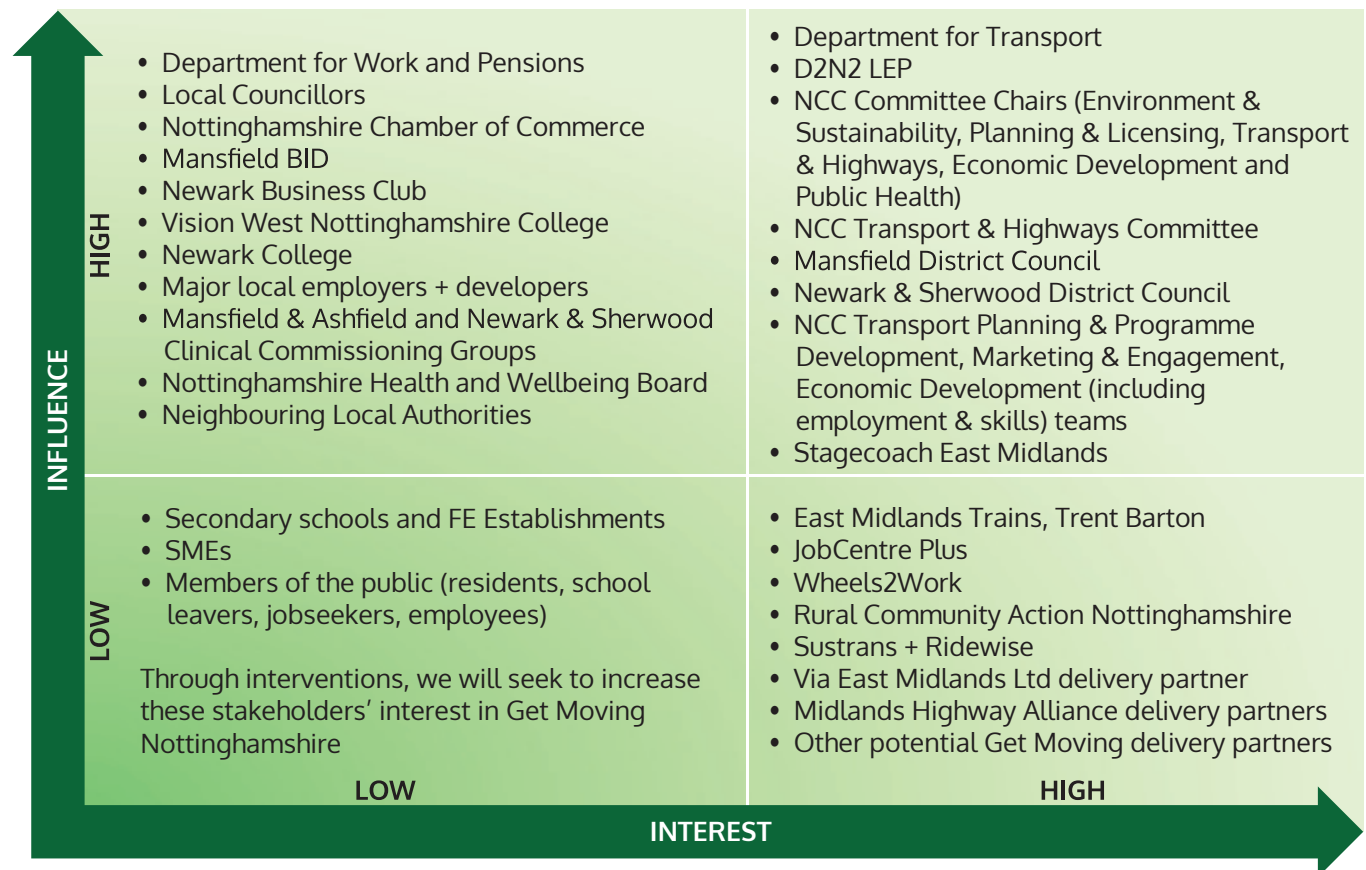
### B9. Management Case - Stakeholder Management

**The proposed programme is not considered controversial in any way. There have been no external campaigns supporting/opposing the scheme.**

Stakeholder mapping enables us to identify the Get Moving Nottinghamshire stakeholders, their anticipated interest in the programme, and their level of influence over other stakeholders and target audiences. Figure B7 illustrates the outputs of this process, highlighting the stakeholder groups that have the highest interest and influence.

Many of these organisations have already pledged their support and advocacy, demonstrated by the letters of support (Appendix F). Regular stakeholder engagement and delivery partnerships will offer these organisations the opportunity to help steer and influence the Get Moving Nottinghamshire programme either strategically or at a project delivery level. This feedback should ensure that the key stakeholders are more likely to provide ongoing support for the project.

Figure B7: Stakeholder influence/interest grid



Beyond these key programme stakeholders there are other stakeholder groups that will be engaged to varying degrees. The Get Moving Nottinghamshire marcomms strategy will identify the marketing messages, channels and techniques that are most appropriate to each stakeholder group, drawing on evidence from the evaluation of the marcomms strategy for the Nottingham Urban Area LSTF programme.

### B10. The Commercial Case

Nottinghamshire County Council has demonstrated a strong track record of delivering successful capital and revenue funded sustainable transport projects. Numerous NCC transport projects involve officers working cohesively with our MHA delivery partners, and other private, public and third sector partners. Evidence of our ability in mobilising our team and delivering multi-layered sustainable transport projects includes:

- Partner in the Nottingham Urban Area LSTF programme (2012 – 2015).
- Partnership working with the D2N2 LEP to align revenue-based initiatives with LGF-funded capital programmes to bolster the impact of these programmes.
- Open and long-standing collaborations with local third sector organisations such as Sustrans.

This experience gathered over recent years demonstrates a significant amount of in-house knowledge and expertise to manage and deliver large-scale and complex behaviour change programmes. From our monitoring and evaluation of these programmes we have learned the most effective initiatives that garner the best value for money. The benefits of our experience of delivering previous programmes mean that:

- Match funding and in kind support has already been confirmed.
- Supporting LGF round 1 capital funding is at an advanced stage with the business case currently going through the local assurance framework.

- Get Moving Nottinghamshire SRO and Programme Managers are already in post, as are key member of the delivery teams.
- We understand the most effective methods of engaging with the target audience with evidence derived from the Nottingham Urban Area LSTF programme evaluation.
- Our previous experience means we've been able to take a scalable approach to project delivery which could be replicated in other market towns across the County (e.g. Worksop) in future years.

To us, the success of Get Moving Nottinghamshire would mean that sustainable travel is normalised both at a strategic level by decision makers and planners, and also at the micro-level when an individual makes wider lifestyle choices.



# SECTION C

## Monitoring, Evaluation and Benefits Realisation

### C1. Monitoring and Evaluation

We will work with delivery partners and colleagues, such as local businesses, schools/colleges, County Council teams (e.g. Public Health, Economic Development and Marketing & Engagement teams), the District Councils and the Department for Work and Pensions to ensure that baseline data is thorough, up to date, and of a reliable standard. In doing so we will draw upon official statistics collected on a local and national scale.

For the programme delivery, we intend to adopt a programme-wide approach that accords with DfT's preferred Monitoring and Evaluation approach, which we anticipate will follow a similar trajectory to the LSTF programme. It will include analysis of financial data, stakeholder consultation including 'control group' surveys, travel plan data, multimodal counts, and qualitative assessments. We will also track any social media and online engagement channels developed through the marcomms strategy.

Our approach ensures that Get Moving Nottinghamshire will be continually reviewed, assessed and adjusted at a programme level and at a project delivery level.

Key elements of our monitoring approach are:

- Quarterly output reports submitted to NCC's Transport and Highways Committee (Get Moving Nottinghamshire Programme Board), based on the information provided by the project delivery teams.
- Targeted outcome monitoring.
- Monitoring of programme impacts comparing programme outcomes with corroborative datasets.

By submitting this bid, I agree to work with the Department to provide a reasonable level of monitoring to enable the measurement of outputs and, where appropriate, evaluation of outcomes.

Yes     No



# SECTION D

## Declarations


### D1. Senior Responsible Owner Declaration

As Senior Responsible Owner for Get Moving Nottinghamshire I hereby submit this request for approval to DfT on behalf of Nottinghamshire County Council and confirm that I have the necessary authority to do so.

I confirm that Nottinghamshire County Council will have all the necessary statutory powers in place to ensure the planned timescales in the application can be realised.

Name

Gary Wood

Signed 

Position: Group Manager Environment and Highways

### D2. Section 151 Officer Declaration

As Section 151 Officer for Nottinghamshire County Council\* I declare that the scheme cost estimates quoted in this bid are accurate to the best of my knowledge and that Nottinghamshire County Council

- has allocated sufficient budget to deliver this scheme on the basis of its proposed funding contribution;
- accepts responsibility for meeting any costs over and above the DfT contribution requested, including potential cost overruns and the underwriting of any funding contributions expected from third parties;
- accepts responsibility for meeting any ongoing revenue and capital requirements in relation to the scheme;
- accepts that no further increase in DfT funding will be considered beyond the maximum contribution requested and that no DfT funding will be provided after 2019/20;
- Confirms that the authority has the necessary governance / assurance arrangements in place and the authority can provide, if required, evidence of a stakeholder analysis and communications plan in place.

Name

Nigel Stevenson

Signed 

Position: Section 151 Officer

\*This is only required from the lead authority in joint bids

# Appendices



# Appendix A: Scheme Impact Proforma

Please see excel file titled:

Appendix A\_GMN\_AccessFund\_Scheme-impact-pro-forma\_NottsCC\_070916\_FINAL

# Appendix B: Economic Case Spreadsheet Model

Please see excel file titled:

Appendix B\_GMN\_AccessFundBid\_Economic-Case-Spreadsheet-Model\_NottsCC\_070916\_FINAL

# Appendix C: Economic Appraisal Summary

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<b>Title:</b>	<b>Economic Appraisal Summary</b>
<b>Number:</b>	Appendix C
<b>Date:</b>	07/09/2016
<b>Author:</b>	Neil Taylor
<b>Project Code:</b>	2225
<b>Rev:</b>	v1-0

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## 1 INTRODUCTION

1.1 This appendix summarises the evidence used and key assumptions made to complete the scheme impact proforma (Appendix A) and prepare the Economic Case (Section B3 in the bid application) for the Get Moving Nottinghamshire Access Fund bid. To complete the proforma we drew on independent evaluation data derived from a range of local and national sources including:

- Local evidence of the behavioural change impacts of Personalised Travel Planning initiatives previously delivered in Mansfield and Worksop, which was undertaken on behalf of Nottinghamshire County Council by AECOM and evaluated by ITP.
- Local evidence of jobseeker travel support initiatives, and their impacts, based on projects delivered in the Nottingham Urban Area between 2011 and 2015 (through LSTF-funded projects) and evaluated by ITP:  
[https://nottinghaminsight.org.uk/d/166370/Download/Transport-and-Streets/Plans-and-Strategy-\(City-Council-including-Partnerships\)/Local-Sustainable-Transport-Fund/](https://nottinghaminsight.org.uk/d/166370/Download/Transport-and-Streets/Plans-and-Strategy-(City-Council-including-Partnerships)/Local-Sustainable-Transport-Fund/)
- Ex-post evaluation evidence of behaviour change impacts from the Sustainable Travel Towns initiative published by DfT:  
<http://webarchive.nationalarchives.gov.uk/20111005180138/http://assets.dft.gov.uk/publications/the-effects-of-smarter-choice-programmes-in-the-sustainable-travel-towns-summary-report/summaryreport.pdf>
- National Travel Survey (2014) data recording the average numbers of trips and trip lengths (by mode) made by people in Great Britain: <https://www.gov.uk/government/collections/national-travel-survey-statistics>

1.2 This evidence has been factored to the Get Moving Nottinghamshire bid outputs in a separate spreadsheet model (Appendix B). This approach was adopted in order to take full advantage of the available evidence from local LSTF projects and programmes, on whose legacy the Get Moving Nottinghamshire programme seeks to build. It allowed for a more accurate, and localised, estimation of the benefits associated with proposed project outputs and anticipated outcomes.

1.3 The remainder of this note is structured around the sections of the DfT's scheme impact proforma, to explain how entered data were calculated:

- Section 2 discusses cycling and walking elements of the bid package
- Section 3 covers reduction in car travel estimates

- Section 4 summarises the approach to estimating local public transport impacts
- Section 5 covers the other monetisable benefits not included in DfT's scheme impact proforma, but incorporated as anticipated wider benefits of this Access Fund bid.
- Section 6 discusses estimated benefits and costs in value for money calculations.
- Section 7 provides a guide to navigating the spreadsheet model in Appendix B.
- Section 8 sets out assumptions used to develop the spreadsheet model (Appendix B).

## 2 WALKING AND CYCLING ELEMENTS

### a) Description and length of walk/cycle networks

- 2.1 The dedicated walking and cycle route networks in Newark and Mansfield will be extended by the following distances as a result of a combination of Nottinghamshire County Council Integrated Transport Block monies and a bid for Local Growth Fund Round funding, both of which sit alongside this Access Fund bid for revenue funds to support behaviour change initiatives:

Network type	Mansfield		Newark		Total	
	Without Scheme	With Scheme	Without Scheme	With Scheme	Without Scheme	With Scheme
Whole dedicated walk/cycle network (Km), of which...	74.13	81.93	76.95	81.95	151.08	163.88
• On-road paths	1.41	3.31	4.72	7.12	6.13	10.43
• Off-road, shared use	48.1	54.0	13.76	16.36	61.86	70.36
• Off-road cycle track	24.62	24.62	58.47	58.47	83.09	83.09

- 2.2 This planned capital investment in walk and cycle network facilities in each town will improve the quality and cohesiveness of the networks that already exist, by adding consistent wayfinding and signage. It will also extend their overall length, through targeted sections of new walk and cycle paths which will serve to join-up the network and extend it along new residential and employment growth corridors (See Figure B-3 and Figure B-4 in the main bid application form). The improvements to these existing networks will make it easier for people to make door-to-door journeys, and interchange with local public transport services, by travelling along clearly signed and marked walk / cycle routes in both Newark and Mansfield. They will ensure more homes and workplaces are directly connected by dedicated routes.

**b) Average trip lengths**

2.3 In the absence of local data, With and Without Scheme average trip lengths have been calculated from the baseline values cited in [National Travel Survey \(2014\) Table 0306](#):

- Walking (0.7 miles / 1.2 km) and Cycling (3.1 miles / 5.0 km) have been assumed as the Without Scheme baseline for trips of this nature in Mansfield and Newark.

2.4 Evidence from the [Sustainable Travel Towns initiative](#) evaluation report indicates that, following a similar combination of capital and revenue investments aimed at changing local travel behaviours, average distance walking (+23%) and cycling (+30%) increased across the populations of the three towns. We assumed the Get Moving Nottinghamshire interventions planned in Mansfield and Newark would have a comparable degree of impact on average local walking and cycling trip lengths, so applied these percentage increases to the baseline values above to arrive at the following With Scheme values:

- Walking: 0.86 miles / 1.5km
- Cycling: 4.03 miles / 6.5km

**c) Average cycling speed**

2.5 In the absence of local data, we assumed an average cycling speed of 15.5 Kph which is cited as the average speed of cyclists measured in Copenhagen and used by default in the [World Health Organisation's HEAT tool](#).

**d) Number of users per day**

2.6 A limited sample of cycle count data are available for Newark and Mansfield. As such we elected to estimate the numbers of project beneficiaries using the two towns' walking and cycling networks based on the National Travel Survey (2014) average for the number of these types of trips in each of the Without and With scheme scenarios. Uplift was added to the baseline estimates based on anticipated increases in cycling trips derived from evidence of previous PTP interventions delivered in Mansfield, and the Sustainable Travel Town interventions. These estimates were calculated as follows:

**Without Scheme:**

- Total beneficiaries (20,120) x Average number of cycle trips per annum (18) = 362,160
- Divide by 365 (days) = 992 trips per day
- Divide by 2 (return trip) = 496 users/day (assumes 1 return trip per-person per-day)



**With Scheme***Workstrand B:*

- Multiply Without Scheme users per day (107) x 150% (evaluated increase in cycle trips following PTP delivered previously in Mansfield) = 159
- Add to Without Scheme users per day = 266 users per day

Add Workstrand B With Scheme users to those from Workstrands C & D = 765 users/day

*Workstrands C & D:*

- Multiply Without Scheme users per day (389) x 28% (reported increase in cycle trip numbers in Sustainable Travel Town evaluation) = 110
- Add to Without Scheme users per day = 499 users per day

- 2.7 These estimates were corroborated against pedal cycle count data for the whole of Nottinghamshire, which suggests there are 1,500 trips / 750 users each day at count points across the County. Given these counts are not exhaustive, and that Newark and Mansfield are key market towns in the County, the estimated increase of 266 additional users per day appears reasonable.

**e) Percentage of new users that would have used a car otherwise**

- 2.8 In the absence of any local data on the percentage of new cycle network users that would otherwise use a car, we assumed this would reflect the car mode split of all trips made in the local areas of Newark and Mansfield. The average car mode share for commuter trips in Newark and Sherwood (68%) and Mansfield (71%) is 69.5%, which was entered into the scheme proforma.

### 3 ESTIMATED REDUCTIONS IN CAR TRAVEL

3.1 Reductions in car travel have been estimated based on anticipated travel behaviour changes among the beneficiary populations in Mansfield and Newark resulting from improved walk/cycle network infrastructure, and supporting travel behaviour change in both towns. As with walking and cycling trip estimates, these anticipated changes drew on evidence of mode-shift from locally-delivered PTP initiatives alongside the Sustainable Travel Towns outcome evaluation evidence.

#### Calculating estimated changes in mode split

##### Without Scheme mode share (person trips) and Traffic levels

3.2 In the absence of local data for the target beneficiary populations in Mansfield and Newark the Without Scheme mode share in person trips per annum was calculated by multiplying the number of project beneficiaries (20,120) by the average annual trip numbers quoted in the [National Travel Survey 2014 factsheets](#). This reflected an assumption that, across the two years of planned travel behaviour change interventions, the average duration of behaviour change intervention (per beneficiary) will be 12 months. The calculations result in the following numbers:

- Car (driver & passenger): 590 trips/beneficiary/annum = 11,870,800 total trips/annum
- Cycle: 18 trips/beneficiary/annum = 362,160 total trips/annum
- Walk: 181 trips/beneficiary/annum = 3,641,720 total trips/annum
- Bus passenger: 60 trips/beneficiary/annum = 1,207,200 total trips/annum
- Rail passenger: 31 trips/beneficiary/annum = 623,720 total trips/annum

3.3 Without Scheme traffic levels were then calculated using the NTS 2014 average trip length for car trips (13.7km) and local average speed data:

- Vehicle km: 11,870,800 car trips x 13.7km per trip = 162,629,960 total vehicle km
- Vehicle hours: 162,629,960 total vehicle km ÷ 31.38km/hr average peak hour traffic speed in Nottinghamshire (Nottinghamshire LTP3 GPS surveys conducted in 2010) = 5,182,599 total vehicle hours.

With Scheme mode share (person trips) and Traffic levels

- 3.4 With scheme mode share was calculated by applying evidence of travel behaviour change recorded through recent locally-delivered PTP initiatives and the Sustainable Travel Towns outcome evaluation to the relevant project workstrand interventions:
- Workstrand B (Household PTP): drew on local evidence of outcomes from similar previous initiatives delivered in Nottinghamshire. The reported changes in travel behaviour (Cycling trips + 150%, Walking trips +18%, Bus trips + 117%, Car trips -26%) applied to the relevant number of annual trips per mode (from NTS 2014) for the 4,320 beneficiaries expected for this workstrand. The calculations underpinning this are evidenced in the tab labelled 'B – Get Moving At Home' in the Appendix B spreadsheet.
  - Workstrand C & D (All other proposed workplace/jobseeker/education initiatives): drew on evidence of impact from the Sustainable Travel Towns. The average reported changes in travel behaviour across the three towns (Cycling trips +28%, Walking trips +12%, Bus trips +16%, Car trips -9%) and trip distances (Cycling trips +30%, Walking trips +23%, Bus trips +36%, Car trips -6%) were applied to the relevant number of annual trips per mode (from NTS 2014) for the 15,800 beneficiaries expected for these workstrands. The calculations underpinning this are evidenced in the tabs labelled 'C – Get Moving To Work' and 'E – Get Moving For Skills' in the Appendix B spreadsheet.
- 3.5 With Scheme traffic levels (total vehicle km) were then calculated:
- Vehicle km: Estimated with scheme annual trip numbers were multiplied using the NTS average of 13.7km per car trip for Workstrand B, and the revised car trip length of 12.88km for Workstrands C & D = 142,580,086 total vehicle km
  - Vehicle hours: 142,580,086 total vehicle km ÷ 31.38km/hr average peak hour traffic speed in Nottinghamshire (Nottinghamshire LTP3 GPS surveys conducted in 2010) = 4,543,661 total vehicle hours.
- 3.6 We assumed no change in average vehicle speeds, given the relatively small scale of the behavioural change interventions being applied and an expectation that any additional highway capacity unlocked as a result of them will be used to accommodate housing and employment growth in Mansfield and Newark.

## 4 ESTIMATING CHANGES IN BUS TRIPS

4.1 The only variables considered to change as a result of the Get Moving Nottinghamshire project in respect of local public transport are:

- The numbers of bus trips being made by beneficiaries in Mansfield and Newark.
- The average bus trip distance made by beneficiaries in Mansfield and Newark.

4.2 As with the calculations for walk/cycle, and car trips, the changes in public transport use were estimated from independent evaluation data of local PTP initiatives, and DfT's published evidence from the Sustainable Travel Towns.

### Without Scheme annual bus passenger trips

4.3 As noted in section 3 of this note, Without Scheme bus passenger trips were estimated on the basis of National Travel Survey (2014) average annual trip numbers multiplied by the total number of project beneficiaries (20,120 people):

- $60 \text{ trips/beneficiary/annum} \times 20,120 \text{ beneficiaries} = 1,207,200 \text{ bus pax trips/annum}$

### With Scheme annual bus passenger trips

4.4 With scheme bus passenger trips were calculated for each workstrand as follows:

- Workstrand B: 4,320 beneficiaries would (using NTS averages) make 259,200 annual bus trips ( $4,320 \times 60 \text{ trips per annum}$ ), multiplied by 117% (recorded increase in bus travel from independent evaluation of PTP delivered in Mansfield) gives 302,400 additional trips, which equates to a total of 561,600 With Scheme bus trips per annum. This calculation is evidenced in the tab labelled 'B – Get Moving At Home' in the Appendix B spreadsheet
- Workstrands C & D: A total of 15,800 beneficiaries would (using NTS averages) make 948,000 bus trips ( $15,800 \times 60 \text{ trips per annum}$ ), multiplied by 16% (recorded average increase in bus trips from across the three Sustainable Travel Towns) gives 151,680 additional trips, which equates to a total of 1,099,680 With Scheme bus trips per annum. This calculation is evidenced in the tabs labelled 'C – Get. Moving To Work' and 'E – Get Moving For Skills' in the Appendix B spreadsheet

4.5 These values were sense-tested by comparing the populations of Mansfield and Newark (~100,000 people) by the current mode split values for each mode multiplied by the average trip distance (by mode) from the National Travel Survey.

### Average trip distance

4.6 Average bus trip distances were calculated on the following basis:

- Without Scheme: 8.0km is the NTS 2014 average bus passenger trip length
- With Scheme: 10.9km = 8.0km uplifted by 36% to reflect the average increase in bus trip lengths reported across the three Sustainable Travel Towns.

## 5 ESTIMATING OTHER MONETISABLE BENEFITS

5.1 The following estimated monetisable benefits are not covered by the DfT's scheme impact proforma, but have been included in the Benefit:Cost Ratio calculation for the Get Moving Nottinghamshire Access Fund project:

- The economic value of health benefits generated through increases in physical activity, calculated using the World Health Organisation's HEAT tool.
- Economic disbenefit associated with increased numbers of cycle accidents, and the benefit associated with reduced absenteeism resulting from increases in cycling activity.
- The economic benefit associated with Gross Value Added (GVA) of jobseekers being supported into employment opportunities that they could not access without Personalised Travel Planning, discounted public transport, bike loans and Wheels2Work.

5.2 The remainder of this section explains how benefits were calculated in respect of these categories of wider economic benefit.

### **Using the HEAT tool to monetise health benefits of physical activity**

5.3 The health benefits that resulted from increases in cycling and walking trips were calculated on a workstrand-by-workstrand basis. The average increase in trip numbers per beneficiary estimated over the course of the Get Moving Nottinghamshire 2017/20 delivery period was input, along with an assumption that each additional cycling trip was 6.5km long (the NTS 2014 average cycling trip length uplifted by 30%) and each walking trip was 1.5km long (the NTS 2014 average trip length uplifted by 23%) based on evidence of average trip length increases from across the three Sustainable Travel Towns.

5.4 The increase in average cycling and walking trip numbers across all beneficiaries was calculated for each workstrand, using the methodology set out in section 3 of this note. The total number of trips was divided by 365 to calculate a simple daily average number of walking and cycling trips per day across all beneficiaries. This, along with the relevant number of beneficiaries per workstrand and uplifted average trip length data was fed into the HEAT tool. HEAT tool benefits were appraised over a 1 year period, on the basis this represents a rough average duration of intervention benefit (per beneficiary) over the 2018/19 and 2019/20 delivery years (in which behaviour change initiatives will be focused).

- 5.5 As such the HEAT tool was only used to calculate the beneficial value of additional walking and cycling activity within the Get Moving Nottinghamshire Access Fund delivery period. It estimated the additional walking and cycling activity would deliver total monetised health benefits of around £2,282,000 and reduce local mortality rates by around 1%.

Workpackage	Beneficiaries	Walking benefits	Cycling benefits
B – Get Moving At Home	4,320	£469,000	£387,000
C – Get Moving To Work	8,000	£549,000	£172,000
D – Get Moving For Skills	7,800	£536,000	£169,000
Total project benefits	20,120	£1,554,000	£728,000

### Disbenefit associated with increased numbers of cycle accidents and absenteeism benefits

- 5.6 Across all Get Moving Nottinghamshire workstrands it was estimated that 3% of cycling activity would be undertaken by totally new (i.e. novice) cyclists, drawing on evidence from locally delivered Personalised Travel Planning projects. This yielded an estimate of 604 more people cycling regularly in Mansfield and Newark over the course of the delivery period.
- 5.7 Monetised absenteeism benefits and cycle accident disbenefits were calculated based on the increased cycling activity, in accordance with WebTAG guidance in TAG Unit A4.1. The methodologies applied are as follows:
- Cycle accident disbenefits:
    - Start with change in cycle km travelled (new cycling trips multiplied by uplifted average distance of 6.5km)
    - Divide by current cyclist accident rate per billion km (from WebTAG databook Table A 4.1.3)
    - Multiply by the average cost for incidents of different levels of severity (See Appendix B, Assumptions Cell B63:G71 for calculation)
    - Multiply by 32% increase in accident likelihood for every 100% increase in cycling activity (derived from WebTAG Unit A4.1).
  - Absenteeism benefits:
    - Start with estimated number of new cyclists
    - Multiply by 75.6% to reflect estimate of number of trips that are made by commuters (from East Midlands employment data)
    - Multiply by absenteeism benefit value of 0.4 days per cycle commuter
    - Multiply by average of 7.5 working hours per day and business value of time £24.38 for a cyclist (WebTAG Table A 1.3.1 July 2016 - Cyclist Value).

5.8 When summed across the whole Get Moving Nottinghamshire project, the total cycle accident disbenefit is estimated at -£62,681 over the period 2017-20, while the total benefit from reduced absenteeism is estimated at +£33,375.

### **Gross Value Added (productivity) benefit of supporting jobseekers into employment**

5.9 The Gross Value Added of employment benefits from LSTF jobs and positions filled by jobseekers used the average productivity value of £43,212 (£41,910 at 2013 prices inflated to 2016 prices)<sup>1</sup> for North Nottinghamshire and applied this to the English Partnerships' Additionality calculation in Table 5-4 of their 2008 guide<sup>2</sup>, which applies to business support for employment:

- Multiply job values by 90% to account for leakage.
- Multiply that value by 50% to account for displacement of the jobs being filled.
- Multiply the emerging value by 1.15 to account for wider economic multiplier effects

5.10 An independent evaluation of the Nottingham Urban Area Jobseeker Kangaroo half-price public transport fare initiative, delivered through LSTF between 2011 and 2015, found that 13% of beneficiaries found a full time job and 8% found a part time job. Of these people, 83% stated that they would not have been able to find employment without the half price public transport fare offer, which enabled them to afford public transport travel when attending interviews and starting work. These data were used to calculate an estimated number of full time equivalent (FTE) and part-time equivalent (PTE) jobs that will be filled as a result of the similar Get Moving Nottinghamshire interventions proposed in Mansfield and Newark.

5.11 This worked calculation can be found in Appendix B, Tab 'C – Get Moving To Work', cells A43:D69; which reveals that a total of 45 FTE posts are estimated to be filled through the Jobseeker PTP and associated travel incentives. When summed, the total estimated Gross Value Added of jobseekers being supported into 45 FTE posts for a 12-month period is £1,952,501.

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<sup>1</sup> Obtained from ONS subregional productivity data for Nottingham (Feb 2015). Table D1 in: <http://www.ons.gov.uk/ons/rel/regional-trends/regional-economic-analysis/sub-regional-productivity--february-2015/index.html>, last accessed: 20/03/2016.

<sup>2</sup> English Partnerships (2008) *Additionality Guide: A standard approach to assessing the additional impact of interventions*. Available online at: [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/191511/Additionality\\_Guide\\_0.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/191511/Additionality_Guide_0.pdf), last accessed: 11/03/2016

## 6 TREATMENT OF BENEFITS AND COSTS IN VALUE FOR MONEY CALCULATION

6.1 The present value of estimated benefits was calculated across all proposed Get Moving Nottinghamshire workstrands, in 2016 prices.

### Sensitivity testing

6.2 These were sensitivity testing on a project-by-project basis, wherever available data allowed. This was typically achieved by varying the estimated degree of uptake/behavioural change across all recorded project beneficiaries, relative to sample outcome surveys (where used). Except for where levels of behaviour changes were known from previous projects (e.g. through 100% samples, or corroborative monitoring data), sensitivity tests considered the impact of between 30% and 70% of all project beneficiaries making the reported levels of change to their patterns of travel behaviour.

### Treatment of delayed future benefits

6.3 The 2017-20 delivery programme is expected to have some legacy benefits in the subsequent years arising from the complementary nature of other initiatives being delivered in the Mid-Nottinghamshire Housing Market Areas (in particular, the new cycle routes in Mansfield and Newark). These legacy benefits are conservatively assumed to reduce by 33% year-on-year to 2023, which is three years after the end of the delivery and funding period and reflects a 3-year ramp-up/cool down intervention period.

### Programme costs

6.4 The total funded cost of the Get Moving Nottinghamshire project is £2.528m; made up of £0.845m central government funding, £0.580m local authority (Integrated Transport Block) capital match funding contributions, and £1.103m third party match funding contributions.

6.5 Third party match funding contributions are made up as follows:

- £1.025m LGF Round 1 Capital Funding that is currently being bid for by Nottinghamshire County Council, and scheduled for expenditure in 2017-20.
- £78,000 third party contribution from Stagecoach in the form of 40% reduction in weekly public transport purchase costs for PTP ticket incentives.

### Value for Money calculation

6.6 When considering costs for the purpose of Value for Money calculation, it was considered appropriate to take into account the extent that benefits were estimated through travel-behaviour change outcomes only, and additionally include estimated GVA impacts associated with supporting jobseekers into employment. Consequently, two different Benefit:Cost ratios were calculated, to reflect low (conservative) and high (optimistic) scenarios for Net Present Value benefits. These comprised:

- Conservative: All programme costs, estimated travel behaviour change benefits, and decayed future benefits.



- Optimistic: All programme costs, estimated travel behaviour change and employment-related benefits, and decayed future benefits.
- 6.7 Further sensitivity testing looked at the BCR over the delivery period alone (i.e. no decayed future benefits applied).

## 7 NAVIGATING APPENDIX B (ECONOMIC APPRAISAL SPREADSHEET MODEL)

7.1 The Get Moving Nottinghamshire appraisal spreadsheet model contained in Appendix B is structured into the following tabs:

<b>Bid packages and costs</b>	Breakdown of workstrands, key measures, targets, costs, central government funding required, local authority match-funding contributions, and third party contributions required to deliver the Get Moving Nottinghamshire project covered by the Access Fund bid.
<b>AST</b>	Appraisal Summary Tables modified from WebTAG templates for simplified presentation of programme level benefits and costs. Cells are linked from the Overview tab.
<b>Overview</b>	Headline summary of estimated outputs and benefits calculated on a workstrand-by-workstrand basis. Cells are linked to individual workstrand appraisal tabs within the spreadsheet model.
<b>Assumptions</b>	Master tab containing all cross-referenced assumptions for appraisal of each project. Values in cells highlighted yellow can be changed to reflect updated data derived from third party sources (e.g. WebTAG data book tables). Data sources are referenced and hyperlinked.
<b>Coloured Tabs</b>	Individual workstrand benefit calculations and estimates, with explanations on approach and data sources annotated in-line. Data in each of these sheets feeds into the Overview sheet and, in turn, the AST

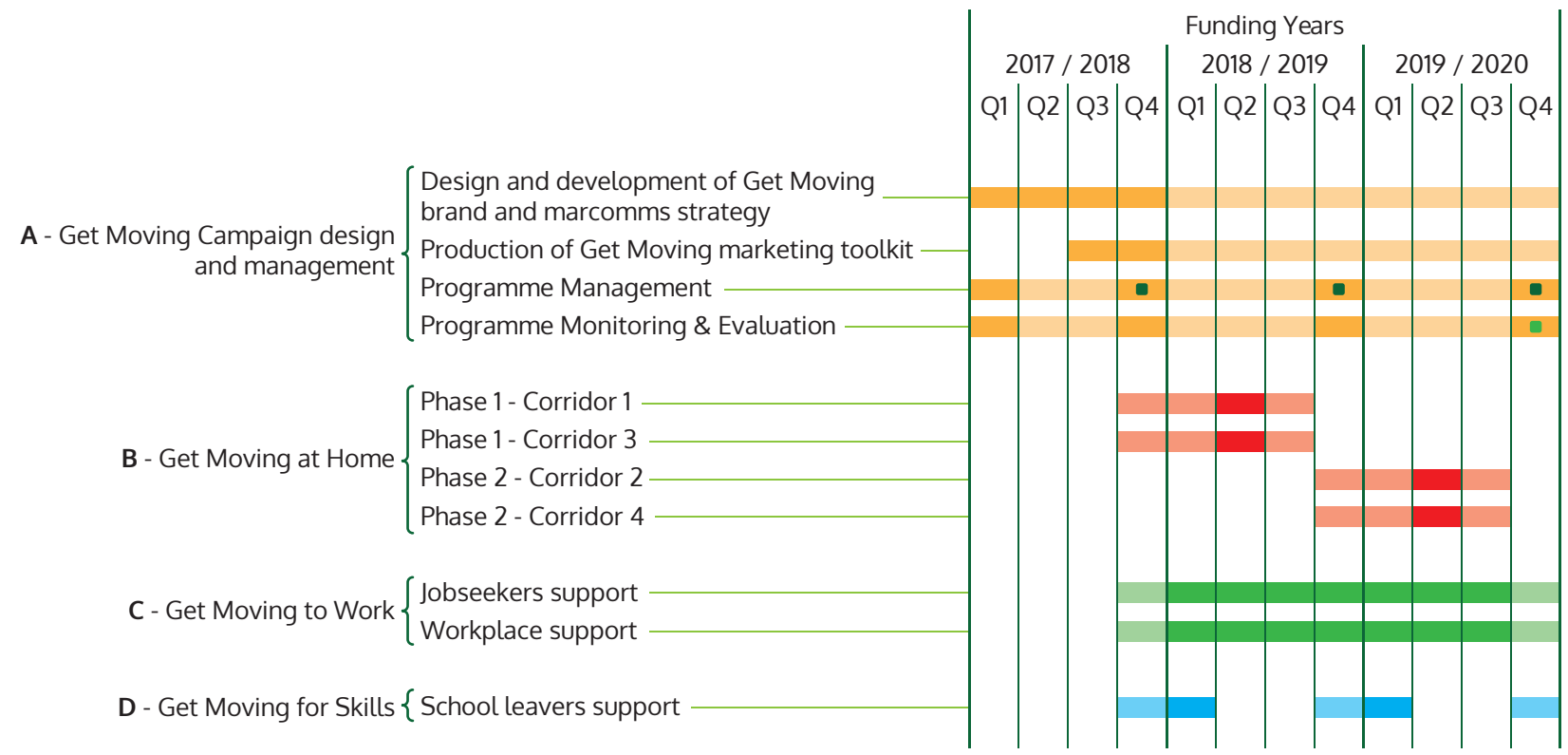
## 8 KEY ASSUMPTIONS USED TO DEVELOP THE SPREADSHEET MODEL

8.1 The assumptions used in the spreadsheet model have been explained in-line with each project tab's calculations, so that it should be easy to follow the logic applied to project outcome data. The following core assumptions underpinned the spreadsheet model's development:

- For consistency, costs and benefits were calculated or factored to 2016 prices using GDP deflator values published in the WebTAG data book.
- Where not measured through project monitoring activity, average trip distances and annual trip numbers were derived from the latest National Travel Survey data (2014).
- Carbon emission estimates presented in the Overview tab were calculated using DECC's published values for average emissions per vehicle KM travelled, and costed using WebTAG (wherever possible, for 'Greenhouse Gases') or the non-traded DECC carbon values.
- Marginal external costs were calculated using WebTAG's cost values for inner and outer conurbations for other roads, based on the value (in £) per vehicle kilometre reduced.

# Appendix D: Gantt Chart

# Gantt Chart



- (Solid colour) High intensity activity
- (Light colour) Low intensity activity
- Annual Programme Management reporting milestones
- Monitoring and Evaluation reporting milestone (draft)

# Appendix E: Risk Register

# Risk Register

Risk		Without mitigation		Mitigation	With mitigation		
		Likelihood (1 – 5)	Impact (1 – 5)		Likelihood (1 – 5)	Impact (1 – 5)	Risk rating (Likelihood x Impact)
Political	Change in local administration resulting in lack of support for the programme	2	5	<ul style="list-style-type: none"> <li>Regular updates are presented to existing Transport &amp; Highways Committee (T&amp;HC) and Health Committees demonstrating the effectiveness of such programmes of work both in the county and elsewhere</li> <li>All parties are represented on the Transport &amp; Highways Committee (which will be the programme board) which supports the programme</li> </ul>	1	5	5
Financial	Costs of programme exceeding the allocated budget	2	1	<ul style="list-style-type: none"> <li>Estimates are based on previously delivered work programmes</li> <li>NCC underwrite the risk</li> </ul>	1	2	2
Delivery	Delays in delivering infrastructure elements	1	3	<ul style="list-style-type: none"> <li>Existing contracts/frameworks in place to ensure sufficient resources in place to ensure delivery</li> <li>Milestones agreed with delivery partners through early engagement and construction programme takes account of critical end date</li> </ul>	1	3	3
	Lack of local authority capacity to deliver elements causing delays to delivery/ quality	1	5	<ul style="list-style-type: none"> <li>Existing contractor frameworks exist to enable quick procurement</li> <li>Contractors on framework agreements have proved experience of successfully delivering similar projects in Nottinghamshire and elsewhere</li> </ul>	1	3	3
	Procurement processes cause delay	1	5	<ul style="list-style-type: none"> <li>Majority of works to be delivered either in-house or through existing framework arrangements</li> <li>Alternative framework contractors will be employed as replacements as necessary</li> <li>Delivery of LSTF projects already demonstrated locally</li> </ul>	1	2	2
	Delivery partners do not engage or become disengaged	1	5	<ul style="list-style-type: none"> <li>Delivery partners fully support the bid and are ready to deliver once notice of funding award received</li> <li>Delivery partners have delivered similar projects</li> <li>Ensure regular communication channels and updates</li> <li>Ensure partners have ownership over what they deliver</li> </ul>	1	3	3
	Capacity of delivery partners to deliver their commitments	1	5	<ul style="list-style-type: none"> <li>Ensure delivery capacity included in procurement mechanisms</li> <li>Establish contingency measures should partners be unable to deliver</li> </ul>	1	3	3
	Employers/education establishments/ businesses /Jobcentre Plus lack of willingness to engage in travel planning	3	5	<ul style="list-style-type: none"> <li>Working relationships with these organisations already exists through past programmes of work</li> <li>Will use experience and knowledge of delivering similar programmes to ensure engagement and participation</li> <li>Work with local business clubs and economic development colleagues to strengthen links</li> <li>Begin discussions with organisations to ensure full engagement prior to start of programme</li> <li>Programme focuses on selling the benefits to these organisations</li> <li>Ensure strong communication and publicity where required</li> <li>Programme includes marketing and communications strategy</li> </ul>	1	5	5

NB: Red = scores 7-9, Amber = scores 4 -6, Green = scores 1-3

# Appendix F: Letters of Support





Derby  
Derbyshire  
Nottingham  
Nottinghamshire

[www.d2n2lep.org](http://www.d2n2lep.org)  
Tel: 0115 957 8757  
9757

2<sup>nd</sup> September 2016

**FAO Sean Parks**

Local Transport Plan Manager  
Nottinghamshire County Council  
County Hall  
West Bridgford  
Nottingham  
NG2 7QP

Dear Sean,

RE: DfT Access Fund Sustainable Transport Revenue – Get Moving Nottinghamshire

I write on behalf of the D2N2 LEP with reference to your bid for Access Fund Sustainable Transport Revenue funding.

D2N2 LEP is the Local Enterprise Partnership for Derbyshire and Nottinghamshire and has the responsibility to prepare the Strategic Economic Plan (SEP) to be agreed by Government. It also oversees the management framework of the EU Structural Funds 2014-2019. I have been Chair of the LEP since December 2012.

I am pleased on behalf of the LEP to support the Get Moving Nottinghamshire Project.

The bid will support the LEP vision for D2N2 to become a more prosperous, better connected and increasingly resilient and competitive economy and contribute to the achievement of our overarching target to create an additional 55,000 jobs by 2023. All elements of the programme will contribute significantly to this target and in particular the employability support package will steer D2N2 in the direction of achieving its employment aspirations.

D2N2 has shown a strong commitment to Sustainable Transport Improvements across its area through its Local Growth Fund. We are very keen to see sustainable transport improvements in the area and believe that revenue funding will allow our capital investments to achieve their maximum potential.

Whilst the D2N2 Infrastructure Strategy will provide the opportunities for people to travel more sustainably the Access Fund Sustainable Transport revenue programme will be an essential ingredient for achieving the maximum value for money of ongoing capital investment. D2N2 is fully committed to delivering strategic cycle network improvements in both Mansfield and Newark as included as part of the County Council's bid through Sustrans in the £5.8m Sustainable Travel Programme included in Growth Deal 1 which is

**Chairman: Peter Richardson**  
The Local Enterprise Partnership for Derby, Derbyshire, Nottingham and Nottinghamshire  
8 Experian Way ng2 Business Park Nottingham NG2 1EP

unallocated and unapproved to date. The Get Moving Nottinghamshire bid will support the LEPs strategic objectives by:

- Allowing jobseekers to actively seek employment using sustainable transport measures to improve employment opportunities and achieve a key LEP target of 55,000 new jobs in D2N2 by 2023
- Promote significant modal shift and maximise the capacity of the D2N2 transport network.
- Support learners to access essential education and skills provisions in the Nottinghamshire area, increasing their potential employability.
- Influencing lifelong travel behaviour and choices to lock in the benefits of future capital investment

I am therefore delighted to commend this project and to wish you every success with the bid. If you wish to contact me at all about this, I can be reached on this email: [peter.richardson@d2n2lep.org](mailto:peter.richardson@d2n2lep.org).

Best wishes,  
Yours sincerely

A handwritten signature in black ink, appearing to read 'Peter Richardson', with a large, stylized flourish above the name.

**Peter Richardson**  
Chairman, D2N2 LEP

30 August 2016

Sean Parks,  
Nottinghamshire County Council,  
TPPD team – TBH,  
County Hall,  
Loughborough Road,  
West Bridgford,  
Nottingham.  
NG2 7QP

Dear Sean,

**RE: Support for Nottinghamshire County Council's bid for Access Funding**

This is a letter of support from East Midlands Chamber.

It is the Chamber's belief that Nottinghamshire County Council's application to DfT's Sustainable Travel Access Fund addresses the concerns of Members regarding sustainable transport across the Mansfield and Newark area by:

- Providing sustainable transport solutions and advice for school-leavers seeking to enter sustainable employment
- Providing workplace travel planning support and education to businesses in the area
- Motivating employers and employees across the area to implement a range of sustainable, travel options, including cycling and car sharing, as effective workplace travel solutions

The Chamber operates a Sustainability Forum for its Members and the wider business community that also supports the outcomes of this application.

East Midlands Chamber therefore is entirely supportive of this bid to address enhancing sustainable travel solutions across Mansfield and Newark and believe this funding will support beneficial impacts on the economy of the immediate and surrounding area.

Yours sincerely,



Scott Knowles  
Chief Executive



Jenny Hawkes  
Principal Officer LTP and Travel Planning -  
Transport Planning and Programmes Team  
Nottinghamshire County Council  
Nottinghamshire County Council  
West Bridgford  
Notts

Tuesday 6<sup>th</sup> September 2016

Dear Jenny

**Re: Nottinghamshire Access Fund Bid**

I am pleased on behalf of the Mansfield Business Improvement District to outline our support of Nottinghamshire's bid to the Access fund.

As a key stakeholder for the town centre and working on behalf of the businesses, it is a key priority to develop and allow sustainable travel programmes to both members of the public and businesses within the district. The bid put forward meets this key criteria by targeting measures to increase and promote the sustainable transport options available to residents and commuters; measures which were proven effective in the delivery of personalised travel planning in 2013; and which will help accommodate the planned employment and housing growth in Mansfield.

Nottinghamshire County Council is a key partner in terms of regeneration of Mansfield town centre and we hold a very long and positive working relationship and continue to look forward to working closely with the authority and other partners in the implementation of this project.

Yours sincerely

Sarah Nelson  
BID Manager

T: 01623 635675

E: [sarah@mansfieldbid.com](mailto:sarah@mansfieldbid.com)

[www.mansfieldbid.com](http://www.mansfieldbid.com)

Mansfield BID Company Limited is a company limited by Guarantee, Registered in England & Wales,  
No.7075136

Office Address: c/o The Old Town Hall, Market Place, Mansfield, Notts., NG18 1HX  
Registered Office: Cromwell House, 68 West Gate, Mansfield, Notts., NG18 1RR.  
VAT Registration No. GB 994765940

This matter is being dealt with by:  
**Anne Pridgeon**  
Reference: Access Fund Mansfield and Newark  
T 0115 8040763  
E [anne.pridgeon@nottscc.gov.uk](mailto:anne.pridgeon@nottscc.gov.uk)



30<sup>th</sup> August 2016

Dear Sir/Madam

**Re: Letter of Support for the Mansfield and Newark on Trent town centre bid to the Access Fund**

Regular physical activity is a key contributor to energy balance, helping to prevent obesity and excess weight. It also reduces the risk of developing many chronic conditions including cardiovascular disease, stroke, Type 2 diabetes, cancer, mental health problems and musculoskeletal conditions.

Tackling excess weight and physical inactivity are both priorities for the Nottinghamshire Health and Wellbeing Strategy. The action plan takes a partnership approach to the prevention and treatment of obesity, of which the promotion of active travel is an important strand.

Initiatives that create an environment where people actively choose to walk and cycle as part of everyday life, increasing physical activity levels, but also reducing congestion and addressing local air quality are welcomed. These can have a significant impact on health and may reduce inequalities in health.

The Nottinghamshire Health and Wellbeing Board fully supports this bid and if successful will work with colleagues on the development and delivery of the different elements of the project.

Yours faithfully

A handwritten signature in blue ink that reads "Joyce Bosnjak".

**Councillor Joyce Bosnjak**  
Deputy Leader  
Nottinghamshire County Council  
Chair of the Health & Wellbeing Board

# Mansfield District Council

Our Ref: BS/RT  
Your Ref:

Anthony May,  
Chief Executive,  
Nottinghamshire County Council,  
County Hall,  
Loughborough Road,  
West Bridgford,  
Nottingham  
NG2 7QP

When calling, please ask for:  
Mrs. B. Smith  
Direct Line: 01623 463366

[bsmith@mansfield.gov.uk](mailto:bsmith@mansfield.gov.uk)

2 September 2016

Dear Anthony,

## Access Fund Bid

I am writing to offer my full support to the Access Fund Bid which is being submitted to the Department of Transport which will have a direct impact on Mansfield communities over the period April 2017 to March 2020. Mansfield has some significant challenges with a lower than average working age population, exacerbated by poor skill levels and a benefits dependency culture thereby reducing the effective workforce. We have high levels of low paid and low skilled employment, meaning higher value industries are reliant on imported higher skilled labour and we have significantly lower levels of productivity per head despite long working hours. We are responding positively to these challenges and have developed a Joint Economic Masterplan which focuses on addressing the skills gap, high levels of unemployment and access to employment through improved public transport links. In order to maximise the ability of the labour supply to drive growth it is vital that opportunities are open for all to be economically active, through allowing access to education, training and employment.

Recognising the demographic access to employment through low cost and affordable means of transport is essential to link people with jobs in a sustainable manner. The proposals which will provide support to jobseekers to enable them to access employment opportunities, workplace and employer support and personal travel planning are all a vital element of our overall strategy to increase access to employment of our most disadvantaged communities.

Kate Allsop – Executive Mayor

Mansfield District Council, Civic Centre, Chesterfield Road South, Mansfield, Nottinghamshire NG19 7BH  
t: 01623 463463 w: [www.mansfield.gov.uk](http://www.mansfield.gov.uk)

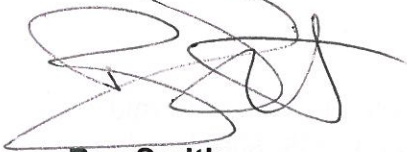


**Mansfield**  
District Council

The health profile of Mansfield is generally worse than the England average with life expectancy 8.9 years lower for men and 9.3 years lower for women in the most deprived areas of Mansfield than in the least deprived areas. Child health and obesity are of particular concern with 20.6% of year 6 children classified as obese in 2015 and 32.4% of adults classified as obese. One of Mansfield's corporate priorities is to reduce the health inequalities within our district and improve the health and wellbeing of our community, promoting and encouraging participation in sport or increased physical activity. The provision of alternative travel choices such as safe cycle ways, free adult cycle training and Wheels2Work scooter loans will complement the health promotional work at the District level and also dovetail into the principles being developed through the Sustainability and Transformational plan to reduce the need for clinical intervention through improved health outcomes.

Mansfield has a thriving student population through West Notts College which is developing into a University centre, there are excellent opportunities for this programme of work to support and enable our students to remain within the District, accessing employment locally and retaining higher level skills. The programme set out within the bid will enable us to enhance our programmes of work around both the health and employment agenda and we would work in partnership with the County Council to deliver real improvements to the quality of life of Mansfield resident. I am fully supportive of the Bid and look forward to working closely with your team if we are successful.

Yours sincerely,

A handwritten signature in black ink, appearing to be 'Bev Smith', written over a horizontal line.

**Bev Smith**  
**Chief Executive**

cc Sean Parks Local Transport Manager



Kelham Hall  
Kelham  
Newark  
Nottinghamshire  
NG23 5QX

[www.newark-sherwooddc.gov.uk](http://www.newark-sherwooddc.gov.uk)

Jenny Hawkes

Transport Planning

Nottinghamshire County Council

Telephone: 01636 655258  
Email: [julie.reader-sullivan@nsdc.info](mailto:julie.reader-sullivan@nsdc.info)  
Your ref:  
Our ref: JRS

Date 6 September 2016

**Re: Support for the Access Fund**

Dear Jenny,

Within the Newark and Sherwood District, there is a large rural area where access to public transport is a major challenge for people in obtaining employment.

At present, Newark and Sherwood District Council are supporting a pilot mini bus service between Ollerton and Newark which allows people to travel to work in Newark, where there are a high level of vacancies and almost full employment within Newark itself. This pilot, being undertaken as a multi way partnership between large organisations such as Know How and Bakkavor, the recruitment agency, the DWP and various other organisations, is clearing the major block to employment within the Sherwood area. This initiative includes the *Wheels to Work* option for job seekers in addition to the mini bus. This is a six month pilot which is proving successful in assisting people into work.

The Newark & Sherwood Core Strategy, which was adopted in March 2011, sets out the District Councils Spatial policy for delivery the development and change needed to realise the Council's vision for 2026. This includes the delivery of significant housing (14,162) and employment across the district.

To support this growth and allow people to access all the benefits it brings it is vital that supporting facilities such as transport are maintained and enhanced to meet the needs of existing and new users.

If the bid is successful, it will help ensure that the Core Strategy can be delivered and help meet some of the challenges identified in the first paragraph of this letter.

Kind Regards

Julie Reader-Sullivan

Business Manager Economic Growth

Newark and Sherwood District Council



2 September 2016

Jenny Hawkes  
Principal Officer LTP and Travel Planning  
Transport Planning & Programmes Team  
Nottinghamshire County Council  
Trent Bridge House  
Fox Road  
West Bridgford  
NOTTINGHAM  
NG2 6BJ

PO Box 15  
Deacon Road  
Lincoln  
LN2 4JB

T 01522 522255  
F 01522 538229

[stagecoachbus.com](http://stagecoachbus.com)



Customer Services 0345 605 0 605

Dear Jenny

## DEPARTMENT OF TRANSPORT ACCESS FUNDING:

### Mansfield & Newark 'Get Moving' Project

I write to confirm that Stagecoach East Midlands is pleased to support Nottinghamshire County Council's bid for funding to the Department for Transport's Access Fund, which will deliver measures to further enhance local bus services in Mansfield and Newark.

Stagecoach East Midlands has successfully worked with Nottinghamshire County Council through a strong Bus Quality Partnership to consistently improve the quality of bus services to grow bus patronage, achieve modal shift away from the private car, reduce congestion, promote accessibility and support economic development. Together we have delivered a number of high profile projects including the SQBP package of improvements to bus services in Mansfield and the Sherwood Arrow bus network from Worksop and Retford, which is promoting bus travel for commuting, retail and leisure activities.

Stagecoach East Midlands will provide 10,000 Megarider Gold tickets to promote the Nottinghamshire 'Get Moving: For Work' and 'Get Moving: At Home' work strands. Stagecoach East Midlands will contribute £78,000 towards the total value of these tickets, which is £195,000. We will also commit design and staff resources towards the project delivery.

Yours sincerely



Dave Skepper  
**COMMERCIAL DIRECTOR**

Jenny Hawkes  
Principal Officer LTP and Travel Planning  
Transport Planning and Programmes Team  
Nottinghamshire County Council  
Fox Road  
West Bridgford

7 September 2016

Dear *Jenny*

**access fund bid - Mansfield and newark**

We at trentbarton are pleased to endorse the above project, proposed by Nottingham County Council. We are determined to assist where possible in encouraging modal shift and highlighting the benefits of sustainable travel through partnership with local authorities.

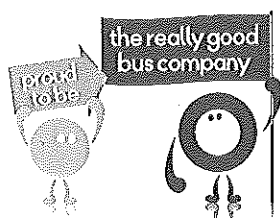
The personal planning schemes contained within the proposed bid will target those who have good public transport links and actively promote the options available. For every person that chooses to travel by sustainable means congestion is reduced, which remains the highest cause of complaint for our services.

We look forward to support Nottinghamshire County Council with the above project and are happy to offer subsidised travel as part of personal planning package to contribute towards a successful outcome.

Kind regards



Tom Morgan  
Director of Service Delivery  
**trentbarton**



Mansfield Road, Heanor, Derbyshire DE75 7BG  
[www.trentbarton.co.uk](http://www.trentbarton.co.uk)

Trent Motor Traction Company Ltd registered in England no.131912  
Barton Buses Ltd registered in England no.2347412  
registered office as above



Ref: TS/BJW/NottsCCAccess

1 September 2016

Jenny Hawkes  
Principal Officer  
LTP and Travel Planning - Transport Planning and Programmes Team  
Nottinghamshire County Council

Derby Road, Mansfield  
Nottinghamshire, NG18 5BH  
T: 01623 627191  
F: 01623 623063  
www.wnc.ac.uk

Dame Asha Khemka OBE, DBE  
Principal and chief executive

Dear Jenny

### Nottinghamshire County Council Access Funds Bid

I wish to confirm that West Nottinghamshire College/University Vision Centre, fully supports Nottinghamshire County Council's Access Fund bid.

The measure in NCC's bid will support and help gain maximum value from the new University Vision Centre, funded through the Local Growth Fund. The Access Fund bid if successful, will support the local economy over a period of three years by supporting access, connecting people to new and existing employment, and education. As well as actively promoting increased levels of physical activity by encouraging and increasing numbers of people to walk and cycle safely in the surrounding area.

If the bid is successful both the University Vision Centre and Vision West Nottinghamshire College will look to work with NCC to help develop the opportunities and transport measures that will arise.

Yours sincerely



Tom Stevens  
Executive Director: Capital Projects & Estates

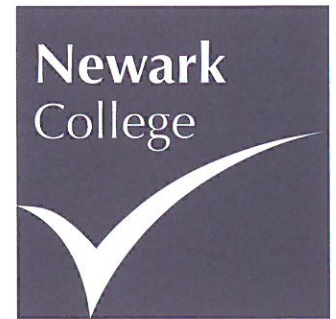


INVESTORS  
IN PEOPLE | Gold



07 September 2016

Paul Hillier  
Principal Officer LTP and Travel Planning  
Transport Planning & Programme Development  
Team  
Nottinghamshire County Council



Friary Road | Newark | NG24 1PB  
T: 01636 680680 F: 01636 680681  
www.newark.ac.uk  
newarkenquiries@lincolncollege.ac.uk

Dear Mr Hillier

**Letter of support ref Get Moving for Skills**

Newark College is pleased to support Nottinghamshire County Council in its bid to the Access Fund with regard to the Get Moving for Skills project.

As the largest provider of post-16 education and skills training in Newark, the College is committed to working collaboratively with other key stakeholders to ensure that young people have the best opportunity to access local further education. The choice to attend a college course that meets the career needs and aspirations of individuals should not be limited by transport access. The safety of our students is paramount and we see this responsibility extending to their travel to and from the campus. Additionally, we are keen to promote independence and an infrastructure that facilitates sustainable forms of transport will encourage more students to walk and cycle to college, with the concomitant health benefits.

From our recent discussions with the County Council we can see how the funds associated with the project can have a lasting and wide-ranging benefit to the education, training and ultimate employment of young people in the town of Newark and as such we are delighted to provide our wholehearted support.

Please do not hesitate to contact me if you require any further information.

Yours sincerely

A handwritten signature in black ink, appearing to read "Martin Booth".

Martin Booth  
Director of Education and Training  
Newark College



Mr Sean Parks  
Local Transport Plan manager  
Nottinghamshire County Council  
Trent Bridge House  
Fox Road  
West Bridgford  
Nottingham  
NG2 7QP

**Date:** 06<sup>th</sup> September 2016

Dear Mr Parks

### **Cycle Network Development**

Via East Midlands has been established as a joint venture Company by Nottinghamshire County Council to deliver Highways Services on its behalf. The company which is owned in partnership with Corserv (a company wholly owned by Cornwall Council) was established on 1<sup>st</sup> July 2016 and in addition to providing services to Nottinghamshire can trade externally up to 20% of the value of the company turn over.

Via is working in partnership with NCC to deliver the capital programme of improvement schemes and so is employed to design and deliver the proposed new schemes and upgrades associated with cycle network across the County.

The projects will be designed within the Via Design Consultancy and constructed through the Operations Group. The workforce of both is made of staff transferred into Via from NCC and so has a strong track record in the design, delivery and management of improvement schemes both on and off highway. New processes within Via are being developed which will offer every opportunity to secure best value and so maximise use of available funding.

It is anticipated through identifying the best cycle route improvements possible which have support of the public they will contribute significantly to a resultant increase in cycle use across the network. The promotional elements of the Bid will undoubtedly help maximise the infrastructure investment and deliver national and local aims to increase the number of people walking and cycling.

If any further information is required regarding Via East Midlands or specifically in relation to these project's then please let me know.

Yours faithfully

A handwritten signature in black ink, appearing to read "Neil Hodgson".

Neil Hodgson  
Head of Consultancy  
0115 977 2720  
[neil.hodgson@viaem.co.uk](mailto:neil.hodgson@viaem.co.uk)

[www.viaem.co.uk](http://www.viaem.co.uk)

Tel: 01623 873873

Bilsthorpe Depot,  
Bilsthorpe Business Park,  
Bilsthorpe,  
Nottinghamshire NG22 8ST

16<sup>th</sup> August 2016

Kevin Sharman  
Nottinghamshire County Council  
Trent Bridge House  
Fox Road  
West Bridgford  
Nottingham  
NG2 6BJ

Dear Kevin,

### **Access Fund for Sustainable Travel**

We would like to confirm that AECOM fully supports Nottinghamshire County Council's bid to the Access Fund for Sustainable Travel.

We have a history of successful partnership working with Nottinghamshire County Council under the award winning Midlands Highways Alliance (MHA). This has included supporting your travel planning teams, including delivery of PTP to both households and businesses across Nottinghamshire. This work has featured in supplements of Local Transport Today.

As you are aware, the MHA Professional Services Partnership, of which Nottinghamshire is a key member, means that contractual agreements are in place such that delivery can occur at times when travel planning services are most effective (and without protracted procurement processes). We also have contractual arrangements in place with Integrated Transport Planning (ITP) to provide 'critical friend' and independent evaluation of the PTP service.

One of the key benefits of the MHA partnership is that it allows partners to share experience and best practice. We are committed to driving efficiencies in the delivery programme and sharing experience and results.

Yours faithfully  
for **AECOM Infrastructure & Environment UK Limited**



Jason Clarke  
MHA Framework Manager



Sean Parks  
Local Transport Plan manager  
Transport Planning & Programme Development  
Place Department  
Nottinghamshire County Council  
County Hall, West Bridgford,  
Nottingham NG2 7QP

7<sup>th</sup> September 2016  
Ref NT/001/2225

Dear Sean

### **Get Moving Nottinghamshire – Access Fund bid**

I am writing in relation to the funding bid that Nottinghamshire County Council is currently preparing to seek Access Fund support; for delivery in collaboration with local District Council's, Third Sector organisations, the D2N2 LEP, local public transport operators and the private sector.

Over the last five years ITP has worked extensively with Nottinghamshire County Council, to assist with the delivery of projects supported by the Local Sustainable Transport Fund (LSTF), and which have been delivered through local frameworks. Our exposure through these roles has highlighted the considerable value of the similar travel behaviour change projects that will be supported through Access Fund in 2017-20. Specifically, these include:

- **PTP delivery support and evaluation for Nottinghamshire County Council:** Working in partnership with the PTP delivery team at Aecom, ITP has independently evaluated a series of PTP initiatives aimed at encouraging local residents to make use of new walk/cycle and public transport in the Nottinghamshire County area – including Mansfield and Worksop. By comparing before and after changes in travel patterns of beneficiaries and local control groups (that did not receive PTP information and incentives), we have observed a doubling in cycling levels and an 80% increase in walking. Along with a significant increase in car sharing, these trends have contributed to a 25% reduction in single-occupant car use in the areas of the county that PTP has been deployed.
- **Evaluation support for the Nottingham Urban Area LSTF Programme.** ITP assisted Nottingham City and Nottinghamshire County Council's officers with a process evaluation and meta-analysis of all project monitoring data in order to prepare an [independent impact evaluation report](#). This work has helped the Councils and local LSTF delivery partners to understand the impact of the projects delivered between 2011 and 2015. The findings from our evaluation revealed the overall

Integrated Transport Planning Limited  
32a Stoney Street  
Nottingham NG1 1LL

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Tel: 0115 9886905  
Fax: 0115 9895401  
e-mail: [taylor@itpworld.net](mailto:taylor@itpworld.net)  
website: [www.itpworld.net](http://www.itpworld.net)

---

Benefit:Cost Ratio of the LSTF programme in the Nottingham Urban Area was estimated to be 4.76 ('Very High' value investment). It also highlighted the workstrands and programme components which had delivered the largest benefits – specifically targeted jobseeker support, consistently-branded travel behaviour change initiatives, and Personalised Travel Planning. I understand these insights, and some of the independent evaluation evidence, have been used to shape the County Council's Access Fund bid.

We recognise that, by marrying planned capital investments in walking and cycling with the revenue components of the current Access Fund bid, Nottinghamshire County Council has an opportunity to significantly amplify the impact of local sustainable transport initiatives – making a real difference to people in Mansfield and Newark's employment horizons, physical activity levels, and (ultimately) health and wellbeing. I understand this is strategically important for the county in the context of maximising the value of current and planned Local Growth Fund investments, and supporting local economic growth through employment and housing land development.

As such ITP has no hesitation in lending its support to the Get Moving Nottinghamshire Access Fund bid, and envisage it will continue to build on the legacy of successful LSTF delivery in the local area.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'N. Taylor', written in a cursive style.

Neil Taylor  
Associate Director

FOR AND ON BEHALF OF  
INTEGRATED TRANSPORT PLANNING LTD



Paul Hillier  
Principal Officer LTP and Travel Planning  
Nottinghamshire County Council  
Loughborough Road  
West Bridgford  
Nottingham  
NG2 7QP

31st August 2016

Dear Paul

**Re: DfT Access Fund**

I am writing to offer Rural Community Action Nottinghamshire's (RCAN) support for the application being made to the DfT's Access Fund by Nottinghamshire County Council (NCC.)

RCAN have delivered the Wheels to Work (W2W) Nottinghamshire project in the County since 2002. This project directly supports access to new and existing employment, education and training where this is a barrier to entering the labour / skills market, by providing the physical means transport in the form of a moped on loan. Additionally, the scheme also provides bicycles to those starting new jobs, education or training, and so has a positive effect upon levels of physical activity through increased cycling levels.

We are delighted to be included in Nottinghamshire County Council's bid to the Access Fund, as the objectives of the fund are exactly in line with what we deliver. Having considered the full proposed activity included in the bid, we feel that it has the potential to make a real impact upon access to employment, education and training and to increase rates of cycling and walking with in the two priority areas of Mansfield and Newark-on-Trent.

RCAN is fully supportive of the bid and the proposals within it, and are looking forward working closely with NCC to further develop and deliver the programme.  
Yours sincerely



Helen Kearsley-Cree  
Chief Executive

Sean Parks  
Local Transport Plan Manager  
Transport Planning & Programme Development  
Place Department  
Nottinghamshire County Council  
County Hall, West Bridgford,  
Nottingham NG2 7QP

06 September 2016

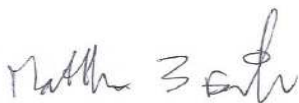
Dear Mr Parks,

### **Support for Nottinghamshire's 'Get Moving' Access Fund Bid**

Sustrans is the United Kingdom's leading sustainable transport charity with over 30 years' experience in developing and delivering sustainable transport solutions and fully supports Nottinghamshire's Access Fund 2017/18 – 2019/20 bid.

Sustrans has worked with Nottinghamshire County Council over a number of years, supporting both capital and revenue projects designed to increase the numbers of people travelling by bicycle in the county. Over the last 2 years, Sustrans has worked within the STDEP programme to develop an understanding of Local Enterprise Partnerships and their priorities and in this case the priorities of the D2N2 LEP. Our work on the Sustainable Transport Delivery Excellence Programme has enabled us to provide support and advice to LEPs on the prioritisation, design and delivery of transport solutions that enable increased levels of active travel. We have specifically supported development of the economic case, enabling LEPs to prioritise walking and cycling. Specifically our work in D2N2 has focused on Mansfield. The investment in revenue funding in Mansfield, targeted at key households and workplaces as the bid identifies dovetails very effectively with recent and future investment in cycling infrastructure, including via the D2N2 LEP. We know that sustainable transport projects are strongest when capital infrastructure is supported by smarter choices measures and the bid will effectively align revenue funding with capital investment.

Yours sincerely



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Matt Easter  
England Director Midlands and East  
Sustrans

# Sustainable Travel Collective

The Sustainable Travel Collective works to promote, support and influence the use of sustainable transport in and around Nottingham and Nottinghamshire.

To: Sean Parks,  
Nottinghamshire County Council,  
TPPD team – TBH,  
County Hall,  
Loughborough Road,  
West Bridgford,  
Nottingham.  
NG2 7QP

6th September 2016

## **Get Moving - Nottinghamshire County Council Access Fund 2017/18 – 2019/20**

As a charity who encourage more people and businesses to use sustainable forms of travel it is our pleasure to support the bid in order to reduce congestion and air pollution, improve health and remove barriers to employment.

We have provided a number of services to the public and organisations in Nottinghamshire, mainly around the urban areas, for over 15 years with

- The Big Wheel sustainable and active travel promotional programme targeting businesses and the public
- RideWise Cycling services – training to national standards, maintenance classes, Dr Bike, led rides and events
- TravelRight a community travel programme covering employment support and active travel events.

Many of these were funded by Local Sustainable Transport Funds.

The County bid includes a number of activities which we can see from a local perspective are essential and proven to be highly effective if a successful change programme is to be delivered i.e.

- Our own experience shows that a credible, innovative and consistent brand needs to be developed
- Parts of the programme are targeted at life events like moving into a new home, leaving school - especially where new walking and cycling improvements are being made. Presently we run a number of secondary school programmes which include cycle training, route finding, buddying and also skills development activities like 'build a bike' projects and bike maintenance classes.
- A strong business support programme – we have managed such programmes for many years and have had considerable success with medium and large companies providing workplace travel plans and workplace interventions in and around the city of Nottingham. A major conclusion we have come to on commuter cycling is that Dr Bike and bike maintenance

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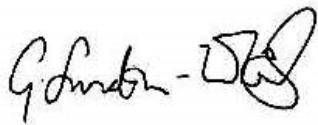
classes we provide are essential if barriers to cycling to work are to be removed. Fear of not getting to work on time is much reduced once bikes are in working order and basic roadside maintenance is learnt.

- Travel is a barrier to people accessing training and employment opportunities and we have very successfully provided employment support programmes in the city and parts of the county over the last 4 years. These really do raise travel horizons for young and old in areas of deprivation, help provide more access to opportunities and can also help develop new skills. The introduction of these programmes into Mansfield and Newark & Sherwood would be very effective employment related interventions.
- Personal Travel Plans are proven to be very successful where there is new transport infrastructure and real travel choices to promote or in areas where air quality is poor.

The whole programme is well focussed on two main urban areas where there is need and there is considerable experience locally in being able to successfully deliver the interventions proposed in the bid.

The Access Bid will provide great benefits to the two main urban areas.

Yours Sincerely



Gary Smerdon-White, Chief Executive



The Big Wheel, RideWise and TravelRight are all parts of a charity promoting and encouraging the development and use of sustainable travel in and around Nottingham.

The Sustainable Travel Collective is an Investor in the Environment committed to reducing their environmental impact and to the continual improvement of environmental performance. <http://www.iie.uk.com>