

9th February 2017**Agenda Item: 4****REPORT OF CORPORATE DIRECTOR OF PLACE DEPARTMENT****PERSONAL TRAVEL PLANNING****Purpose of the Report**

1. The purpose of this report is to update Committee on the personal travel planning undertaken in the county; and the outcome of the Access Fund Bids for funding for personal travel planning work.

Information and Advice**Perception survey results**

2. The County Council undertakes periodic surveys with the public and local businesses to determine what they think should be the Council's transport priorities. These surveys are then used to help inform transport strategy, as well as the programmes of work funded to deliver that strategy. The most recent surveys were undertaken in 2015 in the Nottingham urban area (as part of the Big Idea Survey); and in 2016 in the North Nottinghamshire area.
3. The surveys undertaken with a sample of county residents (approx. 3,300) were carried out 'face to face' in the district/town centres and in Nottingham City Centre; whilst the surveys undertaken with a sample of local businesses from each of the districts (approx. 300 in total) were carried out on the telephone. The surveys include a number of questions about how people currently travel, how they would like to travel in the future, and which out of the following are their first, second and third transport priorities:
 - Improving cycling and walking routes
 - Improving the safety of our roads
 - Improving the information on local transport options
 - Maintaining a good quality road network
 - Making it easy for people to get around using a range of transport modes
 - Making journey times more reliable by all means of transport
 - Reducing air pollution caused by local traffic
 - Reducing traffic congestion on our roads
 - Staying healthy through physical activity.
4. The tables in appendix 1 detail what the residents in each of the seven districts and the Nottinghamshire local businesses which took part in the surveys considered to be their transport priorities. Reducing traffic congestion was the highest priority for residents in each

of the districts. Similarly, reducing traffic congestion was the highest priority for Nottinghamshire businesses. These results are consistent with surveys undertaken in 2010 as part of the development of the third Local Transport Plan.

5. As both the local residents and businesses consider reducing congestion the highest priority, and because such measures help deliver a number of national, regional and Nottinghamshire objectives relating to the economy, health and the environment, a programme of measures is developed through the integrated transport programme to address congestion and its impacts on local communities. These measures include:
 - cycling and walking infrastructure improvements to enable people to make short journeys on foot or bicycle instead of by car (e.g. new crossings, footways and cycleways)
 - passenger transport infrastructure improvements to encourage people to make longer distance journeys by bus, train and tram (e.g. bus stop improvements to help people use buses and bus priority measures to make journey times more reliable)
 - junction capacity improvements (e.g. traffic signal upgrades) to help ensure we make the best use of our existing highway infrastructure
 - targeted personal travel planning to encourage more people to make more journeys on foot, bicycle and/or passenger transport where they are able to do so.

Personal travel planning

6. Personal travel planning (PTP) is a long established behavioural change mechanism of a coordinated programme of measures to help address congestion and increase healthy, active lifestyles. It has been undertaken across the UK since the late 1990s; when Nottinghamshire County Council was a pioneer local authority in the delivery of PTP with a national reputation. It involves direct contact with individuals, offering information, help, incentives and motivation to enable them to change their travel choices.
7. In addition to small-scale PTP projects undertaken across the UK (predominantly funded through the integrated transport block or developer contributions), the Department for Transport (DfT) has funded large-scale programmes of PTP through the 'Sustainable Travel Towns' and 'Local Sustainable Transport Fund' initiatives.
8. Much research has been undertaken on PTP, including by the DfT, and evaluation of the many schemes undertaken in the UK show consistent results. The DfT published report 'Making Personal Travel Planning Work' states that "*Within the UK, PTP has been reported to reduce car driver trips by 11% (amongst the targeted population) and reduce the distance travelled by car by 12%. In terms of mode share, this represents a decrease in car driver trips of 4 percentage points, with walking the main beneficiary, having, on average, a reported increase of 3 percentage points. Follow-on benefits from these impacts can be expected in terms of wider community benefits, including the improved health of participants, a greater propensity to use local services, and improved local air quality*". The limited evidence that exists concerning the long-term impacts of PTP campaigns suggests that changed travel behaviour is sustained in the immediate years following the PTP (up to five years afterwards).
9. The evidence on the cost-effectiveness of PTP, which draws upon experience both in the UK and more extensively overseas, shows that the cost-benefit ratio for PTP is much higher than for many other transport schemes (such as infrastructure schemes). According to DfT

research PTP “typically reports positive cost–benefit figures in the order of 1:30 over a 10-year period”. The research also found that the “cost-effectiveness of PTP is improved as the scale of implementation is increased”.

10. Although the County Council was unsuccessful in obtaining Local Sustainable Transport Fund funding for travel planning work, in 2013 the County Council funded a trial of PTP in Mansfield Woodhouse, Sutton in Ashfield and Worksop. The purpose of the trial was to see if PTP delivered in these areas would provide similar results to those elsewhere in the UK, as this would help deliver residents’ and businesses’ transport priorities as well as national and Nottinghamshire strategic priorities relating to the economy, environment and health. Following the successful outcome of the trial (as detailed in paragraph 19 below) further PTP has been undertaken in Daybrook in 2014; and Beeston and Compton Acres in 2016.

Personal travel planning delivery process

11. The delivery of personal travel planning is not appropriate at all locations. It has been found to be more successful in locations where there are existing walking, cycling and passenger transport facilities and where local services can be accessed by such facilities (i.e. where it supports capital infrastructure investment in a broad range of transport projects). It is also important to target areas where there is a high level of car use for short journeys; and where there may be other factors that may encourage people to change their travel behaviour (e.g. health issues, local congestion issues).

12. The first step in the delivery process is therefore identifying appropriate areas where the travel planning will be delivered. This is carried out based on the factors detailed in the paragraph above but also considers factors such as health statistics for local residents, and importantly how the work will give added value to other programmes of work (e.g. infrastructure improvements, regeneration of town centres, health programmes etc.).

13. The PTP undertaken in Nottinghamshire to date has therefore not been undertaken in isolation and is undertaken as part of a coordinated programme of works aimed at addressing specific issues. For example the PTP undertaken in:

- Mansfield Woodhouse, Sutton-in-Ashfield, and Worksop was undertaken to help deliver health improvements (each of these areas suffers from higher than average obesity/lower than average levels of physical activity), address congestion hotspots and support planned transport infrastructure schemes
- Daybrook was undertaken to help deliver air quality improvements within the air quality management area and were co-ordinated with workplace travel planning and traffic management improvements
- Beeston/Chilwell and Compton Acres was undertaken to help promote the take-up of the newly opened tram lines to Beeston and Clifton.

14. The Council also recognises that personal travel planning is also not appropriate for everyone (e.g. some people need to use their car for work at all times so are unable to travel to work by other means); and also that some people may simply not want to change their travel behaviour. Therefore the personal travel planning process enables those invited to take part to decline if they are unable to, or do not want to, take part.

15. The programmes of work undertaken across the UK have enabled effective PTP delivery mechanisms to be developed based on the most successful schemes. The County Council therefore worked with AECOM, the County Council's highways delivery partner, to develop and deliver a programme of PTP in the county. The PTP delivery model in Nottinghamshire is based on the DfT's best practice guidance 'Making Personal Travel Planning Work' and tailored to fit within the budget and timescale constraints of the project. AECOM has successfully delivered PTP in a number of highways authorities (e.g. Warrington, Wigan, and Milton Keynes); whilst this PTP delivery model has been successfully delivered by AECOM in nearby Leicester City and Leicestershire County councils.

16. The delivery phase of the project consists of three stages:

Stage 1: Introductory postcard

- An introductory postcard is sent to all of the households in the target area (the number of households targeted depends on the funding available for the project), introducing the programme to the householder and letting them know that a travel advisor will be visiting them in the near future. This postcard also advises households how they can opt out of the project should they wish to do so. Alongside this, the County Council issues a press release to raise the profile of the project.

Very few households opt out of the project on receipt of the postcard. For example, during the most recent PTP undertaken in the Beeston/Chilwell and Compton Acres areas only 101 (2%) of the 4,053 households sent postcards opted out of the project at this stage.

Stage 2: Travel advisor visit

- Travel advisors visit the selected households (that have not chosen to opt out of the project) on a weekday or a Saturday. If the householder is available when the travel advisor visits them, they can either decline to take part in the project, participate fully in the project, or engage only in the bits of the project they would like to (e.g. request travel information but not complete the travel survey). If the householder is not available they are visited one more time in an attempt to complete this stage of the process.

A high percentage of households who are available when the travel advisor visits them opt to take part in the PTP. For example, during the most recent PTP undertaken in the Beeston/Chilwell and Compton Acres areas eight out of ten households who were available when the travel advisor visited took part in the PTP.

Stage 3: Travel advice/information pack

- If the householder is available when the travel advisor visits them, and they wish to take part in the project, the travel advisors will discuss the various travel options with the householder and give them a travel information pack as part of the conversation. Where a household does not answer the door on either the first or second visit, a travel information pack is posted through the letterbox on the second visit.
- The travel information packs provide a variety of walking, cycling and passenger transport information specific to the project area, including:
 - details about relevant bus, rail, and NET routes and timetables
 - ticketing options (e.g. smartcard ticketing and weekly, monthly, annual ticketing). The packs also include a discounted passenger transport voucher (subsidised by

the relevant passenger transport operator in the area) which can be redeemed on the local bus or tram

- details on local cycle routes, cycle parking, cycle training/maintenance and cycling safety
- details on leisure walking and cycling such as the nearby Rights of Way network or trails, as well as details on programmes of organised leisure walks and rides
- details on the countywide car share scheme
- information on fuel-efficient driving.

17. The final step of the process is an independent (i.e. not by the County Council or AECOM) evaluation of the delivery and outcomes of each programme of PTP to determine if the PTP undertaken has delivered changes in travel behaviour, and also whether the delivery model can be refined and improved upon.

Outcomes of the personalised travel planning undertaken in Nottinghamshire

18. Since 2013 the County Council has delivered PTP to:

- 2,707 households in Mansfield Woodhouse, Sutton-in-Ashfield and Worksop in 2013 (workplace travel planning was also undertaken at the same time at nearby business parks in each of these towns)
- 820 households along the A60 in Arnold/Daybrook in 2014 to help address local air quality issues (workplace travel planning was also undertaken at the same time at nearby businesses) 820 households
- 1,395 households within 500m of the new Nottingham Express Transit (NET) routes in Beeston/Chilwell and Compton Acres in 2016 to help promote patronage on the NET (with a further 1,956 households sent travel information packs).

19. Results from households contacted as part of each of these programmes of PTP are detailed below:

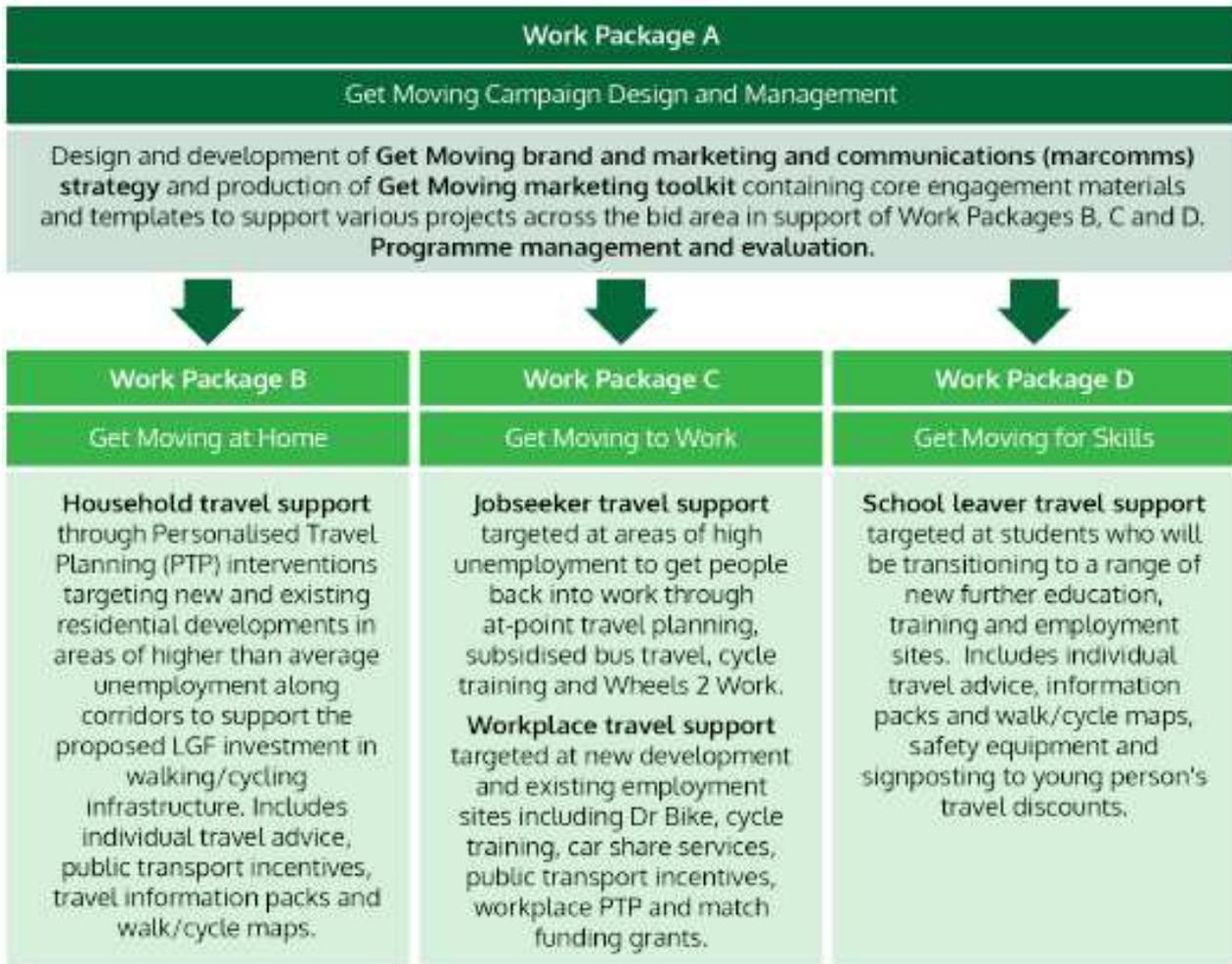
- Mansfield Woodhouse, Sutton-in-Ashfield and Worksop
 - Car (as driver) journeys to work decreased by 18% (from 68% to 50%)
 - Car sharing journeys to work increased by 6% (from 7% to 13%)
 - Bus journeys to work increased by 7% (from 6% to 13%)
 - Walking journeys to work increased by 2% (from 11% to 13%)
 - Cycling journeys to work increased by 3% (from 2% to 5%)
 - Train journeys to work increased by 1% (from 1% to 2%).
- Daybrook
 - Car (as driver) journeys to work decreased by 15% (from 60% to 45%)
 - Car sharing journeys to work increased by 2% (from 5% to 7%)
 - Bus journeys to work remained the same (17%)
 - Walking journeys to work increased by 9% (from 11% to 20%)
 - Cycling journeys to work increased by 2% (from 3% to 5%).
- Beeston/Chilwell and Compton Acres
 - Car (as driver) journeys to work decreased by 5% (from 55% to 50%)
 - Car sharing journeys to work increased by 4% (from 4% to 8%)
 - Bus journeys to work decreased by 4% (from 7% to 3%)
 - Tram journeys to work remained the same (13%) although tram journeys for shopping trips increased by 9% (from 5% to 14%)

- Walking journeys to work decreased by 3% (from 11% to 8%)
- Cycling journeys to work increased by 4% (from 6% to 10%).

20. Whilst PTP has been successful in reducing the number of car journeys driven to work in each of the areas where it has been undertaken, it was much more successful in the Mansfield Woodhouse/Sutton-in-Ashfield/Worksop and Daybrook areas (18% and 15% reduction in car journeys to work respectively) when compared to the Beeston/Chilwell and Compton Acres areas (5% reduction in car journeys to work).
21. The households targeted for PTP undertaken in the Mansfield Woodhouse, Sutton-in-Ashfield, Worksop and Daybrook areas were selected using a number of key factors relating to high car use for short trips, local congestion hotspots, health, and other issues (as detailed in paragraphs 11 and 12 above). As the PTP undertaken in Beeston/Chilwell and Compton Acres was to primarily promote the new NET lines, the households targeted for PTP undertaken in Beeston/Chilwell and Compton Acres, however, were solely selected based on their proximity to one type of new facility (i.e. households located within 500m of the new tram lines rather than all of the other data/factors detailed above).
22. It would therefore appear that PTP where households are targeted using a variety of factors (as detailed in paragraphs 11 and 12 above) delivers more successful results than targeting households solely on their proximity to new infrastructure. To ensure the best value for money from future PTP programmes of work it is therefore important that any future PTP work undertaken by the County Council is targeted effectively using the factors detailed in paragraphs 11 and 12 above, rather than solely their proximity to new infrastructure.

Access Fund Bids 2017/18 to 2019/20

23. As detailed in the 20th October 2016 'Access Fund 2017-2020 funding bids' Transport & Highways Committee report, the County Council bid to the DfT for Access Fund revenue funding to fund future travel planning work. The bids are for funding to undertake coordinated large-scale personal travel planning work in Mansfield and Newark on Trent to support the planned housing/employment growth and the recent/planned Local Growth Fund infrastructure improvements in these areas; and in Daybrook and West Bridgford to help address air quality issues.
24. On 26th January 2017 the DfT announced that both of these bids have been successful and the funding for the proposed travel planning work will be available in 2018/19 and 2019/20. The Council has secured the following funding from the DfT:
- £845,000 to develop a marketing and communications strategy and materials; and undertake personal travel planning work with businesses, jobseekers, residents and school leavers in Mansfield and Newark on Trent (as detailed in the diagram below)
 - £150,000 to undertake personalised travel planning with residents in Daybrook and West Bridgford to further address air quality issues in these two areas.
25. The small-scale targeted PTP programmes delivered in the county to date (and the successful results of these programmes) were used as evidence of the effective delivery of PTP programmes in the county in both of the Access Fund bids. The Access Fund revenue funding will, however, help deliver PTP programmes in these four areas on a much larger and co-ordinated scale.



Other Options Considered

26. The alternative options are to not undertake PTP, or to undertake it in a different way. The option to not undertake any PTP was rejected due to its proven success nationally and locally in delivering strategic objectives related to the economy, the environment and health, as well as its good value for money. Alternative methods of PTP delivery were considered as part of the development of the PTP programmes and the current method is based on best practice and refined by local experience.

Reason/s for Recommendation/s

27. To make all members of Transport & Highways Committee aware of the DfT support for personalised travel planning, and consequently the central Government funding available for such work, the personalised travel planning undertaken in the county, the reasons why it is undertaken, and the outcomes from its delivery.

Statutory and Policy Implications

28. This report has been compiled after consideration of implications in respect of crime and disorder, finance, human resources, human rights, the NHS Constitution (Public Health only), the public sector equality duty, safeguarding of children and vulnerable adults, service users, sustainability and the environment and ways of working and where such implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

RECOMMENDATION/S

- 1) It is recommended that Committee:
Note the content of this report.

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For any enquiries about this report please contact:
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Constitutional Comments (SJE 27/01/2017)

29. As this report is only for noting by Committee, Constitutional Comments are not required.

Financial Comments (GB 27/01/2017)

30. There are no financial implications arising directly from this report.

Background Papers and Published Documents

- Nottinghamshire Local Transport Plan Strategy 2011/12-2025/26
- Nottinghamshire Local Transport Plan Implementation Plan 2015/16-2017/18
- Nottinghamshire Local Transport Plan Evidence Base 2010
- 'Making Personal Travel Planning Work – Research Report', Department for Transport December 2007
- 'Making Personal Travel Planning Work – Practitioners' Guide', Department for Transport November 2008

Electoral Division(s) and Member(s) Affected

- All