

## Local Sustainable Transport Fund - Application Form

### Applicant Information

<b>Local Transport Authority:</b>	Southampton City Council
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### SECTION A - Project Description and Funding Profile

#### A1. Project Name:

Southampton Sustainable Travel City

#### A2. Headline Description:

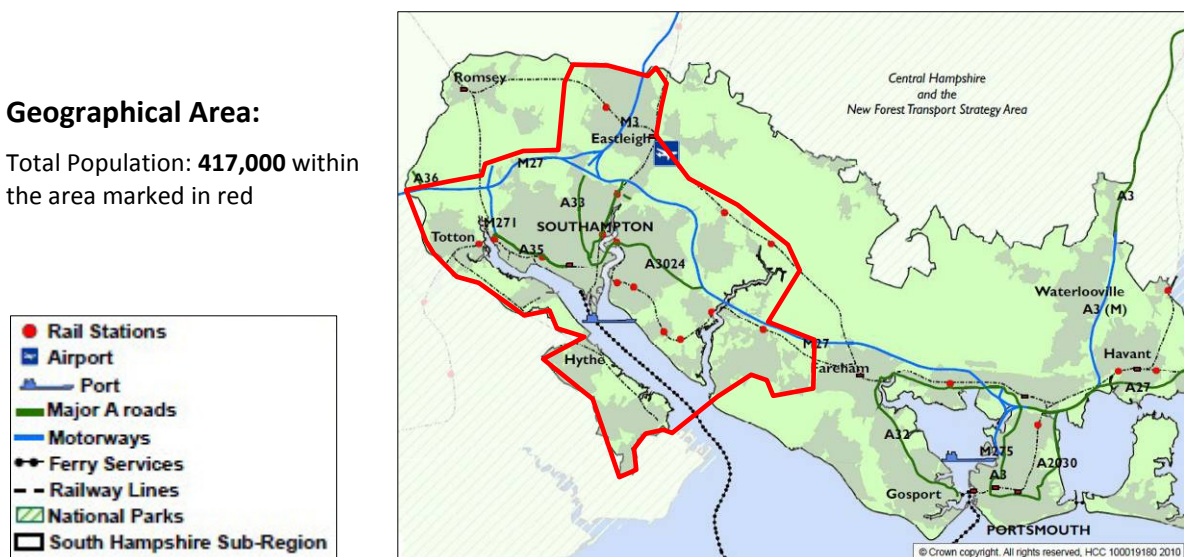
The Southampton Sustainable Travel City could realistically deliver:

- A 12 percentage points change in modal share away from the private car to other modes
- a real terms cut in emissions from transport (including freight) of between 10-20% despite the addition of 7 million more trips per annum over the next 20 years
- Facilitate the development aspiration of the City including 30,000 new jobs to 2026

This bid has been developed to support the Large Project Package joint bid that Southampton City Council, Hampshire County Council and Portsmouth City Council through Transport for South Hampshire (TfSH) will be submitting on June 6<sup>th</sup>.

#### A3. Geographical Area:

Total Population: **417,000** within the area marked in red



**A4. Type of Bid:** Tranche 1 bid

**A5. Total Package Cost (£m):** £5.72million

**A6. Total DfT Funding Contribution Sought (£m):** £3.96million

**A7. Spend Profile:**

£000's	2011-12	2012-13	2013-14	2014-15	Total
Revenue funding sought	230	1,080	1,170	1,030	3,510
Capital funding sought	0	170	170	110	450
Local contribution	455	455	425	425	1,760
Total	685	1705	1765	1,565	5,720

**A8. Local Contribution**

Southampton City Council **£1.7million**

Voluntary/Community Sector (Sustrans) **£0.06million**

Confirmation letters are provided with this document in Appendix 1

EU (ERDF) Greenfleet Management **£1million (application May '11)**

**A9. Partnership Bodies**

**Solent Local Enterprise Partnership (LEP):** A partnership led by the business community and supported by four university partners, the further education sector, four unitary authorities, eight district councils and the voluntary and community sector. Operational from April 2011. The bid package is consistent with the LEP economic strategy and targets. It has been presented to the Shadow Board who are fully in support and whose Director has been engaged in preparing the bid.

**Transport for South Hampshire:** Was established in 2007 as a formal Joint Committee between Hampshire, Portsmouth and Southampton City Councils, which aims to improve transport for residents and businesses in South Hampshire. TfSH has 22 partners including Network Rail and South West Trains.

**Partnership for Urban South Hampshire (PUSH):** A partnership formed in 2003 of the unitary authorities of Portsmouth and Southampton; Hampshire County Council and district authorities of Eastleigh, East Hampshire, Fareham, Gosport, Havant, New Forest, Test Valley and Winchester. Works to deliver sustainable, economic-led growth and regeneration to create a more prosperous, attractive and sustainable South Hampshire.

**Sustrans:** Leading sustainable transport charity and partner in the Centre of Excellence

**University of Southampton, Transport Research Group:** Nationally acclaimed department within one of the UK's leading research Universities and partner in the Centre of Excellence.

**South Hampshire Bus Operators Association (SHBOA):** An actively engaged bus operators' forum

**Transport Alliance (Southampton):** This is a grouping of business representatives from the Chambers of Commerce, Business Southampton and Hampshire Economic Partnership tasked with ensuring transport supports the local economy. Their action plan seeks to influence modal shift and behavioural change in habitual car users and raise awareness of 'smarter working choices' across the city region.

**Three Rivers Rail Partnership:** A group of local authorities, local people and the rail industry, working to promote our train and local bus services.

**Business Southampton:** An independent business-led organisation that provides an influential united voice for businesses within the city region. Aims to further Southampton as the major city of excellence for business and economic growth on the south coast.

**Hampshire Chamber of Commerce:** An independent voice of local business representing 4,000 businesses in the South Hampshire region concerning the issues which affect their ability to grow and prosper.

**Passenger Focus:** Consumer watchdog body.

8 letters of support are provided with this document in Appendix 1

## **SECTION B – The Local Challenge**

### **B1. The Local Context**

Southampton city centre is identified as a key area for economic regeneration, which is outlined in the Local Development Framework Core Strategy. In the city centre, over 320,000 m<sup>2</sup> of new office employment, 130,000 m<sup>2</sup> of new retail, over 16,000 new homes and additional leisure facilities are proposed. In the city centre as a whole, it is anticipated that approximately **30,000 new FTE jobs** will be created.

Southampton also has ambitions to become the country's leading low-carbon city. To achieve this, the council has produced its Low-Carbon City Strategy (LCCS). The vision is that Southampton will thrive in a new low-carbon economy and be a focal point for green business, as we move swiftly to low-carbon energy, transport and built environment.

The Port of Southampton is a nationally important International Gateway and is owned and operated by Associated British Ports (ABP). It is currently estimated that the Port supports around 10% of Southampton's workforce either directly or indirectly and is at the heart of the Solent maritime sector, which the 2008 SEEDA Solent Waterfront Strategy estimated to support up to 77,000 jobs and is worth £5.5 billion. The Port of Southampton is also vital for the wider UK economy. It is the country's largest cruise passenger port, the second largest container port and the largest car export port. The latter function helps to support key manufacturing jobs in other parts of the UK. The Port also handles significant volumes of bulk goods, including grain and scrap metal exports.

Despite the city's overall prosperity there are significant pockets of severe deprivation where residents suffer from poor health, low qualifications, unemployment and higher crime rates. Average salaries in Southampton are below the regional average and the city has a high rate of NEETS and residents who are economically inactive - almost one in eight residents of working age have no qualifications. Gross Value-Added (GVA) and levels of entrepreneurial activity have stayed below and public-sector employment above, the average for the South of England.

#### **Transport in Southampton: Economic Growth and Carbon Reduction**

Southampton's economic importance to the region is related to the presence of two designated regional transport hubs: the international seaport and Southampton Airport, which carries over 2million passengers per annum. Like the port, the airport is constrained by local congestion. Successful modal shift has already occurred at the airport with the mode share by rail increasing from 3% to 17% in recent years. Southampton is also an important access point to the Isle of Wight.

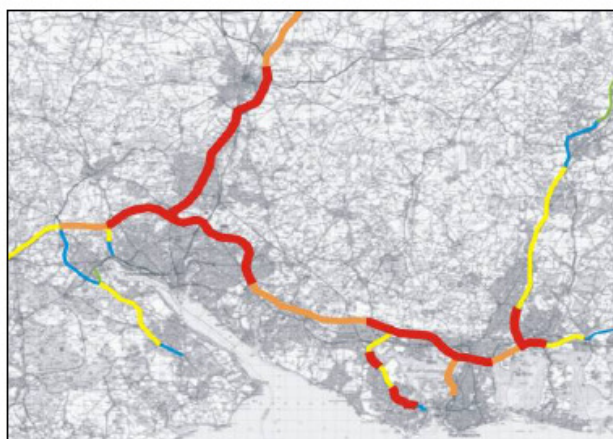
The M27 is the major link across the Solent area, passing to the north of the city. Four motorway junctions provide access to various parts of the city and its suburbs and connectivity with other motorways and major roads. The M27 is used by longer distance traffic along the south coast but also carries a significant number of local journeys.

Southampton has the second lowest average distance journey to work commute in the South. It also has very high levels of self containment for work related trips. As a result walking and cycling levels are higher than the national and regional averages. Some 85% of public transport journeys (20 million per annum) in Southampton are made on the bus network. We intend to double this over the next 20 years. Rail patronage is growing significantly and there remains capacity on local rail services.

Based on current travel behaviour, the predicted population increase in Southampton alone will generate more than seven million additional journeys per year on the city's transport network, including additional in-commuting due to development in the city. The transport assessment of Southampton's LDF core strategy predicts increases in traffic of typically 10-20% by 2016, and 20-30% by 2031, on parts of the road network in the Southampton area. Together this will result in a 45% increase in trips into and out of the city centre. Our target is to achieve a 12% modal shift over the course of the programme. Whilst it is clear that some infrastructure investment will be necessary a significant proportion of the City's economic challenges can be addressed through investment in a sustainable travel city. Measures put in place to reduce congestion & improve journey times for businesses will have a significant impact on carbon emissions.

The issues discussed above are explored in the following three diagrams:

### Example 1: congestion on the local strategic transport network



Links that were found to be operating at over 100% of design capacity during peak hours in **2002** included:

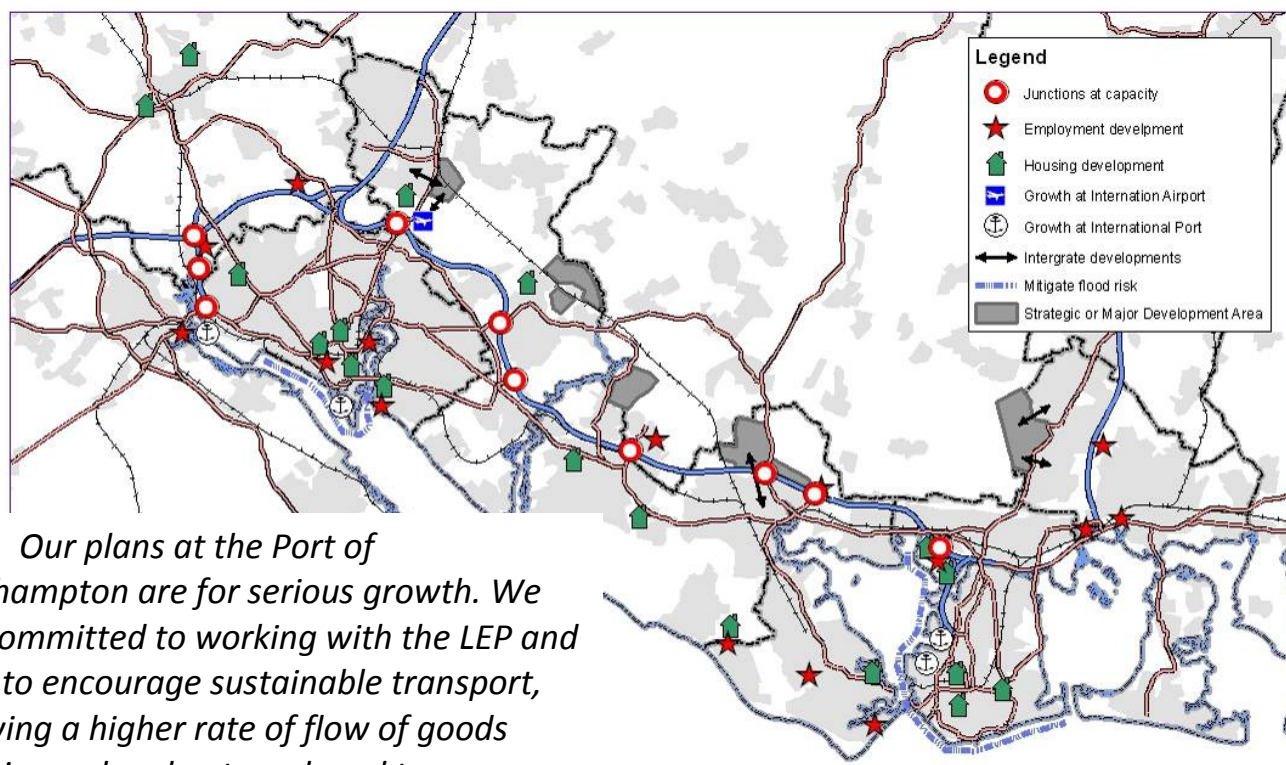
- M3 (Junctions 9 to 14)
- M27 (Junction 3 to J4, J4-J8, J9-J12)
- A27(T) from M27 J12 to A2030 Eastern Road Junction and between A3(M) intersection and A3023 Langstone Road junction
- Sections of A32 between Gosport and Fareham
- A3(M) (J3 to A27(T) intersection)



Links that are forecast to be operating at over 100% of design capacity during peak hours by **2026** include:

- M27 (whole length east of J2)
- A27(T) from M27 J12 to A3023
- M3 (in its entirety from J9 south)
- A3(M) in its entirety & A3(T) south of Liss
- M275 (in its entirety)
- M271 (from M27 J3 to M271 J1)
- A32 (between Gosport and Fareham)
- Section of A326 Totton - Marchwood

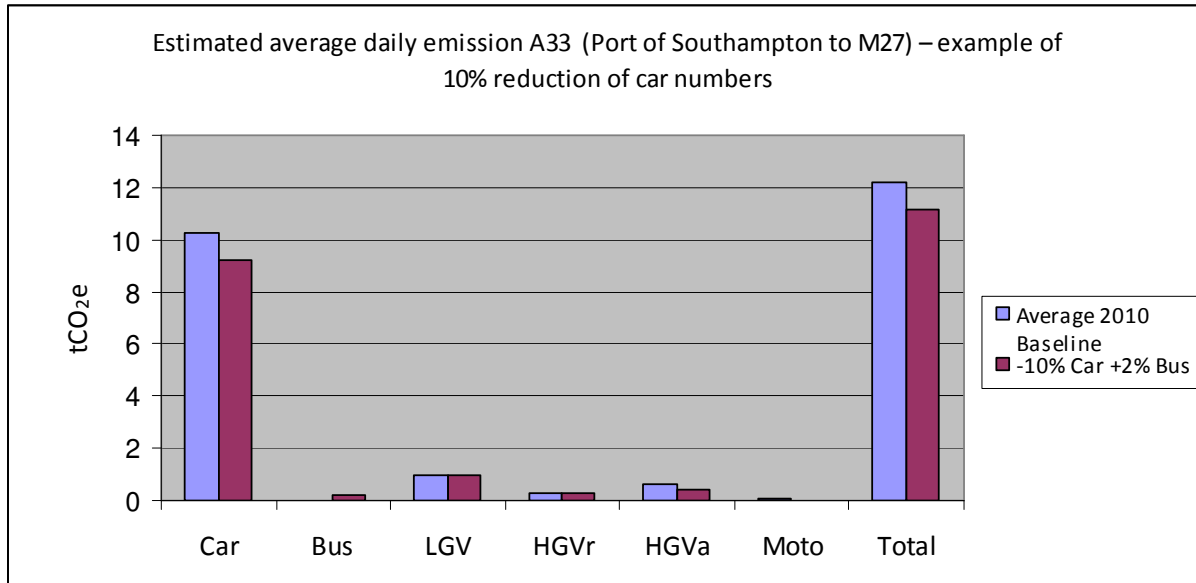
### Example 2: map of anticipated future transport issues relating to economic growth



“ Our plans at the Port of Southampton are for serious growth. We are committed to working with the LEP and TfSH to encourage sustainable transport, allowing a higher rate of flow of goods both inward and outward, and to accommodate the rapid growth in passengers from cruise ships.”

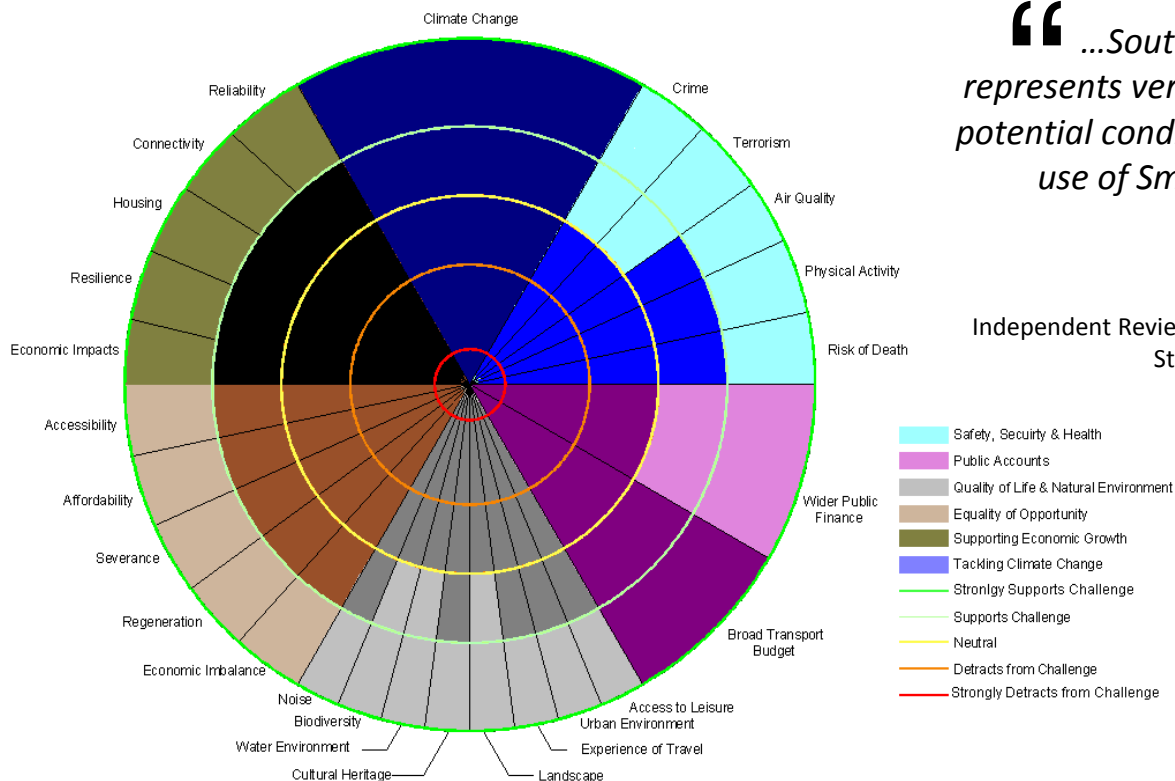


### Example 3: potential CO<sub>2</sub> reductions on a strategic route (University of Southampton)



#### Summary

Transport for South Hampshire identified 26 challenges facing the PUSH area. Three packages of measures were identified for meeting these challenges. The lowest cost of which was the essential package in transport terms this included travel behaviour change, network management schemes and some highway schemes necessary to access developments. The figure below summarises the performance of the essential package overall, against the challenges. The level of achievement of each challenge is shown by the darker shading in each slice. Where a slice is shaded to the circumference of the circle this shows that the package strongly supports the challenge. Key here is to note the performance of the package is high against the climate change and value for money. With highway infrastructure scheme removed from the essential package it would be expected that value for money would score higher as would many other areas particularly the impact on the environment. Effectively the LSTF is seeking funding for the best elements of the essential package.



“...South Hampshire represents very favourable potential conditions for the use of Smarter Choice methods”.

**Phil Goodwin**  
Independent Review of TfSH Reduce Strategy, June 2010

## B2. Evidence

Having well-evidenced implementation is one of the key lessons learnt from the sustainable travel town pilots. We are confident that we have one of the best and most up-to-date evidence bases available. It includes:

- Statistically significant household surveys of travel attitude and behaviour
- Mosaic analysis tailored to the local population profile and not the standard Experian data set
- A new strategic transport model with the capability to model the impact of sustainable transport measures on carbon emissions and the economy
- A new generation of carbon modelling being developed by the University of Southampton
- Historic, mode specific traffic and road data by transport corridor

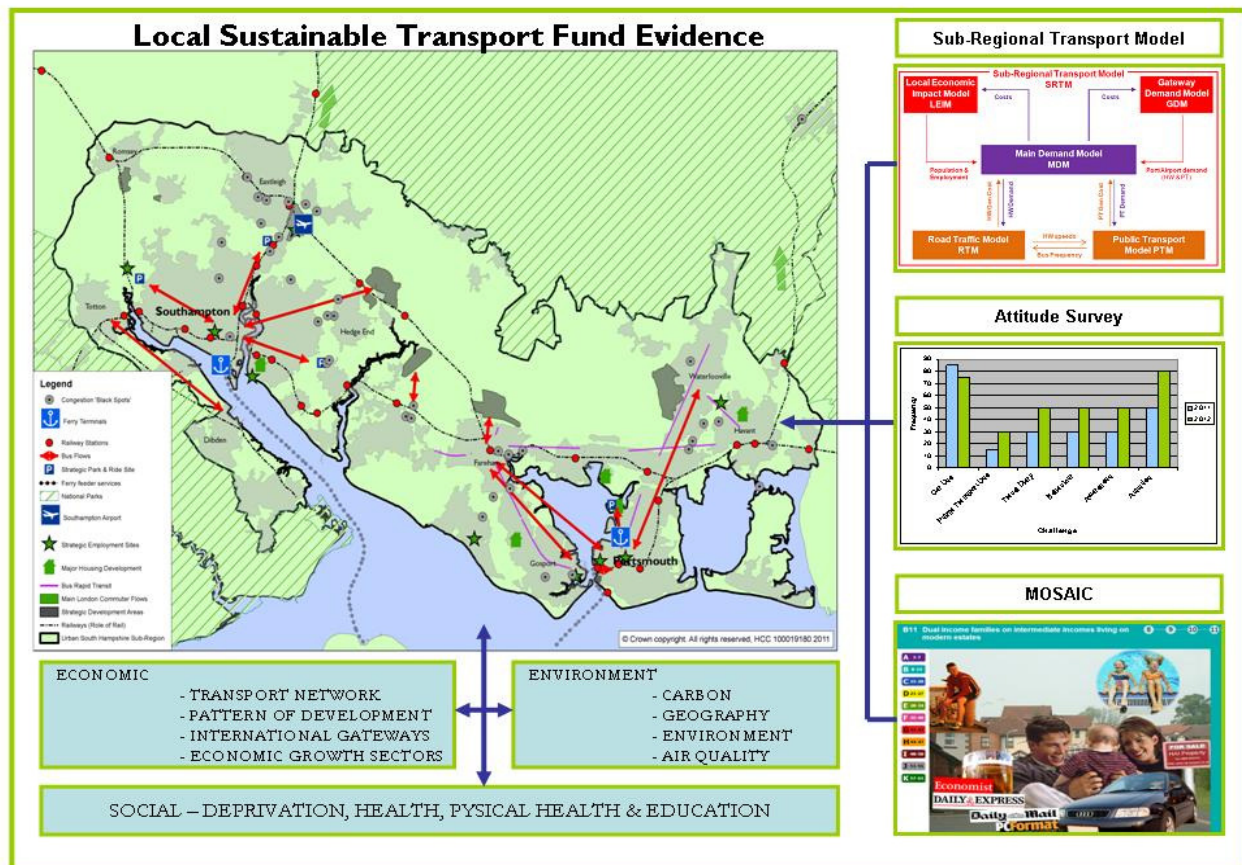
Together these sources of data and analysis are very powerful and can allow us to segment analysis and target by geography, social group, mode of transport and demographics.

### Travel Attitudes Survey

A travel attitudes survey of residents was carried out in early April 2011 by MRUK (Marketing and Survey Company) to:

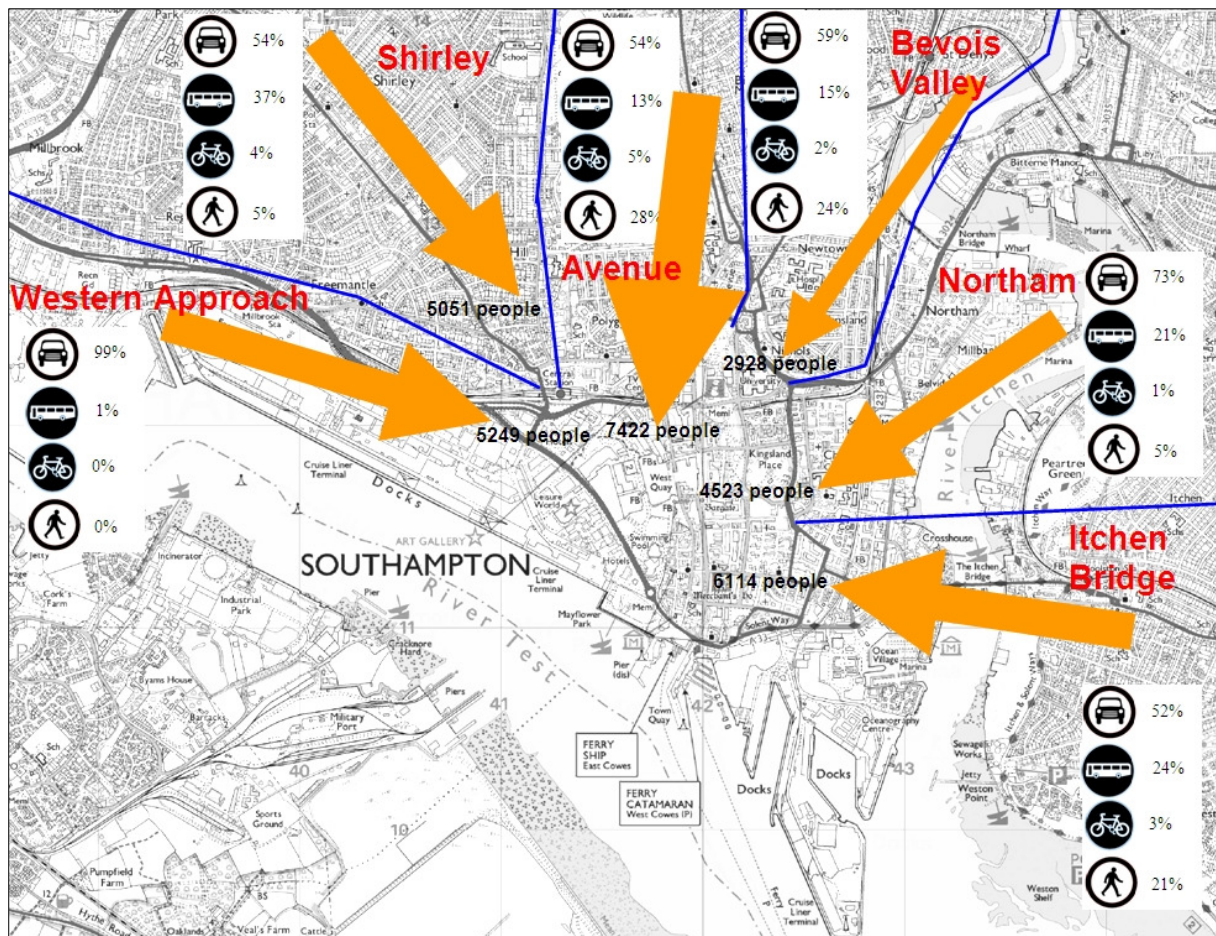
- Enable the right measures to be targeted at the right sections of the population
- Establish a baseline to measure the success of the proposed behaviour change interventions.

As part of the survey, the proposed Smarter Choices programme was described to residents. **81% agreed that it was an initiative that Southampton City Council should invest in.** We will combine the results from the Travel attitude survey with the recently completed Sub-Regional Transport Model (SRTM) and MOSAIC data. This will be used to identify and effectively target the individuals within the sub-region **who are most likely to change their behaviour.** The diagram below describes the inter-relationships between these data sets.



You have asked for baseline traffic data to be displayed in this section. This is located in section D1 where the baseline and forecast outcomes for each are displayed side by side.

A high level summary of key data from section D1 is displayed in the next diagram. It shows the levels of commuting by mode on corridors into the City. This data has been collected for over ten years in Southampton and is a great barometer to measure how successful interventions are by transport corridor. Whilst car trips represent the greatest share of all trips, bus and walking trips are relatively high showing the importance these modes now have for many city residents, businesses and visitors. This data has already affected land use planning decisions, recognising that the root cause of many transport problems is in wider policy areas. As a result the city centre population is increasing significantly and as a consequence so is the use of sustainable modes of travel."



City Centre AM peak commuters and modal splits by corridor

**“** When students at Southampton University devised a seriously good app for bus services in the city, we realised that a great deal could come out of closer collaboration with our wider customer base. We are looking forward to the opportunities that will start to come out of the behaviour change Centre of Excellence in the next few years”.

**Alex Carter**

Managing Director, Go South Coast and South Hampshire Bus Operators Association member



### B3. Objectives

These 14 joint objectives form the core of the Joint Strategy for TfSH, and sit within Southampton's LTP3 submission. We have described here how the proposed measures contribute towards each objective/policy.

POLICY	TFSH Package contribution
<b>Policy A:</b> To develop transport improvements that support sustainable economic growth and development within South Hampshire	The programme described here, to be rolled out by the arms length Centre of Excellence, will use a new evidence base to target specific groups, using their preferred media, linked directly to centres of employment.
<b>Policy B:</b> Work with the Highways Agency, Network Rail, ports and airports to ensure reliable access to and from South Hampshire's three international gateways for people and freight	A central plank of the behaviour change package will be to engage directly with transport operators, the ports and airport to identify the most appropriate v-f-m interventions consistent with growth plans, aimed at mitigating conflicts between journey types.
<b>Policy C:</b> To optimise the capacity of the highway network and improve journey time reliability for all modes	The programme targets the freeing up of network capacity through modal shift as critical to improving journey time reliability within the area, both for commuters and businesses.
<b>Policy D:</b> To achieve and sustain a high-quality, resilient and well-maintained highway network for all	Modal shift will free up capacity in the road network.
<b>Policy E:</b> To deliver improvements in air quality	Modal shift will reduce emissions from transport, improving air quality.
<b>Policy F:</b> To develop strategic South Hampshire area approaches to management of parking to support sustainable travel and promote economic development	The Centre of Excellence will be in a position to provide strategic services to TfSH in respect of technical guidance on parking & sustainability. The behaviour change programme is principally concerned with economic growth & carbon reduction.
<b>Policy G:</b> To improve road safety across the South Hampshire area	The multi-layered approach to data analytics will bring safety into the decision equation as campaigns are targeted.
<b>Policy H:</b> To promote active travel modes and develop supporting infrastructure	The behaviour change programme has a strong focus on the promotion of active travel.
<b>Policy I:</b> To encourage private investment in bus, taxi and community transport solutions, and where practical, better infrastructure and services	Through SHBOA, the bus operators are directly engaged in the delivery of the behaviour change programme and have signalled a willingness to invest where a good business case is made. The Centre of Excellence will be responsible for presenting detailed outcome-based & commercial validation of their programmes.
<b>Policy J:</b> To further develop the role of water-borne transport within the TfSH area and across the Solent	Specific Business travel planning campaigns will encourage interchange between water borne and other sustainable modes of travel including B2B & others.
<b>Policy K:</b> To work with rail operators to deliver improvements to station facilities and, where practical, better infrastructure and services for people and freight	This objective is covered by the targeted physical interventions of the Large Project.
<b>Policy L:</b> To work with Local Planning Authorities to integrate planning and transport	Working with the new SRTM and Travel Attitude data (see below), the Centre of Excellence will be in a position to provide DC officers and strategic planners with high quality recommendation either in directly carrying out the transport elements of DC appraisal, or imputing broader evidence for the new 'fast-track' planning arrangements.
<b>Policy M:</b> To develop and deliver high-quality public realm improvements	The behaviour change initiatives described in this programme will enhance the demand pattern for sustainable travel in urban areas & a tendency to live in the city, that will in turn make possible improved public realm projects through s106 and other means.
<b>Policy N:</b> To safeguard and enable the future delivery of transport improvements within the TfSH area	The Centre of Excellence will enhance the reputation of TfSH as a forward facing delivery agency with great potential to facilitate economic growth.



## SECTION C – The Package Bid

### C1. Package Description

#### Southampton Sustainable Travel City

LSTF funding will be used to pump prime the establishment of a new delivery vehicle to implement the sustainable travel city programme. This will initially involve the bringing together of Southampton University, Sustrans and local authority expertise into a shared delivery unit, a “Centre of Excellence for Behaviour Change”. The programme delivered by the Centre of Excellence will be directly linked to economic growth and jobs for the future. It will also deliver the carbon emission reductions targeted to make Southampton the country’s leading low-carbon city. It will operate under a variety of contracting mechanisms (including SLA’s, commercial consulting, grant-based including research) with a governance structure to include business & community/voluntary sector.

This creation of the centre is linked to a large TfSH bid to the LSTF and is intended to become the delivery vehicle for behaviour change projects related to the large bid. In addition we have talked to our neighbours in Poole and Bournemouth who have expressed an interest in utilising the skills of such a centre to deliver behaviour change elements of their LSTF bids. The Southampton Sustainable Travel City success will be measured against a control area, in this case Portsmouth. It is the intention that following the delivery in Southampton further sustainable travel cities will be delivered in Portsmouth, Hampshire and further afield.

#### The Programme

The interventions put forward reflects best practice and the lesson learnt from the Sustainable Demonstration Towns and Smarter Travel Sutton, whose Programme Director has been recruited to advise directly on this programme. It acknowledges that in those successful pilots, a range of interventions targeting key audiences worked best rather than simply a few isolated projects. These were all co-ordinated under a single social marketing brand with specific ‘calls to action’ to help to encourage behaviour change.

While some of the proposed components build upon existing work by individual partners, the programme as a whole enables more focussed and higher profile interventions, with *individual components deliberately chosen to maximise joint working & economies-of-scale, making the whole greater than the sum of its parts.*

#### Monitoring & Evaluation

Whilst we believe the programme in the table below is a good illustration of the projects that will be delivered over the LSTF period it is likely that over time annual monitoring and evaluation will help direct the relative priority of certain projects and the creation of new ones and the abandonment of those which may not work. Monitoring will be undertaken using tailored project evaluation methods, the use of the SRTM, strategic city wide indicators (see mode share map by transport corridor) and attitude surveys.

ID	Intervention
	<b>TRAVEL MARKETING AND COMMUNICATIONS</b>
TMC1	<b>Travel awareness, branding and publicity in various locations (including creating a new website).</b> This will involve the commissioning of a new social marketing campaign to be used as the main branding and advertising for the programme. Using a consistent brand and message, directing people to the web for further information is key to underpin the programme. Once designed, with the help of local people, the branding will be applied to projects within this programme and those not directly funded by the LSTF bid to ensure a wider coverage as possible. A range of strategic, low-cost advertising sites such as on school railings will be used to help promote the programme.
TMC2	<b>Campaigns (including developing a local Personal Journey Planning resource)</b> To support the overall programme branding, a series of specific campaigns to change behaviour will be developed, focussing on key population segments. Using Mosaic and local survey information, this information will be used to ensure specific direct mail campaigns, coupled with local offers and where appropriate targeted personal journey planning is used. For example, in the Spring a ‘Try Cycling’ campaign could be delivered, whilst promotion of car clubs or lift-share for the winter months. Evidence from Smarter Travel Sutton showed this method was very effective in establishing significant behaviour change, especially the use of PJP to deliver specific targeted campaigns. This will include Active Travel type campaigns. In addition, a specialist service will be developed to offer ‘transport event management’.

	<b>BUSINESS TRAVEL PLANNING</b>
<b>BTP1</b>	<p><b>Retail Travel Plan for Major Shopping Destinations</b> EXAMPLES:</p> <ol style="list-style-type: none"> <li><b>1) West Quay (Southampton).</b> This project will build on work carried out by the business led Transport Alliance to develop a Retail Travel Plan for the major shopping area of West Quay in Southampton (the largest retail centre in the south, Experian 2007). Supported by the West Quay management company and local retailers the intention is to encourage more shoppers to travel by public transport (through financial incentives/offers or provision of PT information/cycle parking etc) and reduce reliance on the car. The large TfSH LSTF bid will include the delivery of a sub regional smart card scheme which will also be capable of being used for car park access to West Quay. Data from this will be used to target travel plan measures.</li> <li><b>2) Swan Centre (Eastleigh).</b></li> </ol>
<b>BTP2</b>	<p><b>Maintain and enhance the city Travel Plan Network in Southampton</b></p> <p>Southampton University currently chair the TPN for Southampton. With additional resources this network will match funding items such as cycle parking, shower facilities, electric vehicle charging points at workplaces, PT information points etc and establishing a framework for collective delivery and evaluation of the Travel Plan are key elements of the TPN.</p>
<b>BTP3</b>	<p><b>Pro-active travel planning initiatives – e.g. area wide travel plans</b> EXAMPLES:</p> <ol style="list-style-type: none"> <li><b>a)</b> Within Southampton a number of smaller businesses at Town Quay are currently working together to develop area wide travel plan initiatives. They are supported by the Transport Alliance and are currently considering delivering a cycle hub, secure cycle parking initiative which would also serve IoW ferry customers.</li> <li><b>b)</b> Outside of the city boundary but still within the travel to work area is the Segensworth Business Improvement District. Hampshire are currently supporting the BID with bespoke travel planning and advice for firms, using the context of the HA-funded framework travel plan. This LSTF bid will help support similar initiatives within the travel to work area</li> </ol>
	<b>FREIGHT</b>
<b>F1</b>	<p><b>Next Generation Fleet Efficiency &amp; Consolidation Partnership</b></p> <p>Where better than in the second largest port to develop a collaboration between the University of Southampton, the local authorities and businesses. This project will investigate, evidence, and implement a series of measures to introduce 'Greenfleet' management beginning with voluntary monitoring systems. Initiatives will include:</p> <ol style="list-style-type: none"> <li><b>1. A driver behaviour change programme</b> aimed at encouraging more economic driving techniques</li> <li>Using our <b>strategic transport model</b> and the University of Southampton emerging next generation emissions modelling tools to identify particular locations where freight is delayed</li> <li>A <b>targeted behaviour change</b> initiative aimed at car drivers on specific corridors/location and at times when congestion creates the biggest issues for freight companies;</li> <li><b>Unattended delivery</b> - to reduce householder wasted mileage through picking up failed home deliveries;</li> <li><b>Service freight initiatives</b> including service: <ol style="list-style-type: none"> <li>a) joint domestic/commercial waste collection</li> <li>b) shared service activities in urban centres</li> <li>c) Smartbins to reduce unnecessary waste collection</li> </ol> </li> <li><b>Managed loading bay booking</b> in urban centres A trial of the Smartfreight concept (Air Traffic Control for lorries – also applicable to movements in and out of Southampton Docks), similar to that currently being trialled in London.</li> <li>The use of <b>smart tagging</b> to enhance customer visibility of freight transport</li> <li>A <b>fleet vehicle partnership</b> – looking at joint procurement and specification , sharing vehicles and depots to deliver efficiencies for members and lower emissions from vehicles purchased by members</li> </ol>
	<b>PUBLIC TRANSPORT TRAVEL PLANNING</b>
<b>PT1</b>	<p><b>Preparation of new rail station travel plans.</b></p> <p>This will involve working with local rail users, Transition Towns, rail operators and ATOC to develop station travel plans at the following key locations including Southampton central, Eastleigh and other local stations.</p>
<b>PT2</b>	<p><b>Promotion of 'Plus bus and Solent Travelcard</b></p> <p>PLUSBUS is a high v-f-m bus pass (like a travel card) that you buy with your train ticket at any station ticket office, by 'phone or online. It gives you bus travel to and from the rail station and around the whole urban area of town that's at the start &amp;/or finish of your train journey. Promotion for this in conjunction with operators at strategic locations/corridors.</p>
<b>PT3</b>	<p><b>Expansion of the Brompton bike hire scheme i.e. "Plus bike".</b></p>

	Expansion to stations across the South West Trains network. Establishing a series of 'hire points' in conjunction with SWT. We are also working on a separate thematic bid with Sustrans to deliver a Leeds style "cycle hub" at Southampton Central Station.
<b>PT4</b>	<b>Quality Marketing of Key Corridor Bus Services</b> Building upon and learning lessons from the award winning Bluestar Star Quality Campaign of 2009. The city has high levels of bus use and is seeking to double bus use over the next 20 years. This challenging ambition features strongly in the large bid for TfSH. Within that bid, data from smartcard travel information will be used by the centre and bus operators to help target public transport marketing initiatives.
<b>PT5</b>	<b>Legible Bus Networks</b> Improving road-side publicity for services along key networks alongside the above – as a demonstrator for the overall scheme proposed as part of the bigger bid.
<b>SCHOOL TRAVEL PLANNING</b>	
<b>ST1</b>	<b>Support for implementation of measures in existing School Travel Plans + ModeShift.</b> Delivering measures contained within over 70 School Travel Plans (STP's) in the area. Evidence suggests that STP's do achieve modal shift if the focus is placed on the implementation of the measures within the STP's and undertaken in partnership with the school community. All schools to have an STP and advice and support from Modeshift.
<b>HEALTH PLANNING/ACTIVE TRAVEL</b>	
<b>HP1</b>	<b>Southampton General Hospital Travel Plan.</b> This regional facility is due to grow significantly and is currently part of a new Local Development Order process. A cornerstone of this new approach to streamlining the planning process requires the Hospital to link its travel planning activities, car parking management policies to trip related indicators in a Travel Plan.
<b>HP2</b>	<b>GP/Community Pharmacist Active Steps referral system for Active Travel.</b> Sustrans have delivered a two year active travel pilot in the City which used GP referrals to encourage more active life styles. Of the almost 5000 participants over 1500 are now leading healthier lifestyles. The project had a BCR of 17:1 but the funding source for the project ceases this year. LSTF funding will allow this project to continue. This type of approach has been recognised by the National Institute of Clinical Excellence as good practice. Similar to the Sustrans 'Streetread' scheme.
<b>TECHNOLOGY</b>	
<b>T1</b>	<b>Traffic Control Predictions Development to Improve Air Quality</b> Working with Southampton University Transport Design Group to predict flows of traffic emanating from signals data to predict patterns and influence travel advice. This will include disseminating the information via mobile media and amending signal plans to improve air quality.
<b>T2</b>	<b>Promotion of home deliveries.</b> A campaign to be run in conjunction with retailers to encourage higher take-up of home deliveries allowing more people to travel to shops without the car.
<b>T3</b>	<b>Smart Media</b> This project uses the example of the smartphone app for bus travel devised by students at the University of Southampton for the promotion of competitions to develop similarly entrepreneurial ideas.
<b>CYCLE TRAINING</b>	
<b>CT1</b>	<b>Bikeability and other forms of cycle training.</b> Continuation of bikeability cycle training. Establishing a standard offer for cycle training across the TfSH area. Efficiencies will be gained through joint commissioning and contract management which will help ensure the Centre of Excellence moves to become self funding.
<b>CAR CLUBS</b>	
<b>CC1</b>	<b>Sub regional car club</b> Develop a sub-regional car club scheme, potentially linking with Surrey County Council's proposal. The operator will supply vehicles with LSTF to be used for marketing and installation of up to 200 bays. Clear options for extensive supply of electric vehicles within the fleet will be included.
<b>MONITORING &amp; EVALUATION</b>	
<b>ME1</b>	<b>Evaluation (led by our Academic partners)</b> Annual reports will be compiled against agreed targets and indicators in line with DfT requirements. The Strategic Model and University carbon modelling tool will be used to measure impact. End of and during project attitudes and behaviour surveys will be undertake.



## C2. Package Costs

### Notes on the Allocation of Costs:

These costs have been constructed using detailed cost information from the Smarter Travel Sutton project, adjusted for inflation.

The figures below cover the amount of funding sought from the LSTF. Additional match- funding (cash or in-kind) is noted in the Local Contribution section – A8.

	£000's	2011-12	2012-13	2013-14	2014-15	Total
<b>Scheme Element 1: COMPANY FORMATION</b>						
Set up, commissioning period costs, etc for 9 months operation	Revenue	0	0	0	0	0
	Capital					
<b>Scheme Element 2: TRAVEL MARKETING AND COMMUNICATIONS</b>						
Travel awareness, branding and publicity in various locations	Revenue	0	100	100	100	300
	Capital					
Campaigns - using data analytics to target groups	Revenue	0	100	100	100	300
	Capital					
<b>Scheme Element 3: BUSINESS TRAVEL PLANNING</b>						
Retail Travel Plan for Major Shopping Destinations	Revenue	0	30	30	0	60
	Capital					
Maintain city centre Travel Plan Network	Revenue	0	30	20	10	60
	Capital					
Pro-active travel planning initiatives e.g. area-wide TP's	Revenue	0	30	30	30	90
	Capital					
<b>Scheme Element 4: FREIGHT</b>						
Next Generation Fleet Efficiency & Consolidation Partnership	Revenue	0	50	50	50	150
	Capital					
<b>Scheme Element 5: PUBLIC TRANSPORT TRAVEL PLANNING</b>						
Preparation of new rail station travel plans	Revenue	0	50	50	50	150
	Capital	0	100	100	100	300
Promotion of 'Plus Bus' and Solent Travelcard	Revenue	0	20	20	20	60
	Capital					
Expansion of the Brompton bike hire scheme across SWT	Revenue	0	20	20	20	60
	Capital					
Quality marketing of key corridor bus services	Revenue	0	20	20	20	60
	Capital					
Legible Bus Networks	Revenue	0	20	20	20	60
	Capital	0	10	10	10	30
<b>Scheme Element 6: SCHOOL TRAVEL PLANNING</b>						
Support for implementation of measures in existing STPs	Revenue	150	150	150	150	600
	Capital					
<b>Scheme Element 7: HEALTH PLANNING/ACTIVE TRAVEL</b>						
Southampton General Hospital Travel Plan	Revenue	0	40	0	0	40
	Capital					
GP/Community Pharmacist Active Steps referral system	Revenue	0	100	200	200	500
	Capital					

Scheme Element 8: TECHNOLOGY						
Traffic Control Predictions to Improve Air Quality	Revenue	0	30	100	0	130
	Capital					
Promotion of home deliveries	Revenue	0	30	30	30	90
	Capital					
Smart media	Revenue	0	30	30	30	90
	Capital					
Scheme Element 9: CYCLE TRAINING						
Bikeability and other forms of cycle training	Revenue	50	150	150	150	500
	Capital					
Scheme Element 10: CAR CLUBS						
Sub-regional car club	Revenue	0	50	20	20	90
	Capital	0	60	60	0	120
Scheme Element 11: MONITORING & EVALUATION						
Evaluation	Revenue	30	30	30	30	120
	Capital					
GRAND TOTAL						3,960

### C3. Rationale and Strategic Fit

This package of measures draws on best practice from the demonstration towns, particularly Smarter Travel Sutton. The findings from this project were that the best results came where households were targeted with a series of 'calls to action' through social marketing. This is also reflected in the Attitude Survey which offers clear evidence of a latent demand for sustainable travel that will respond best to a variety of relatively subtle 'nudges', across the modes.

The table below plots the local transport challenges against this package of measures proposed, and the fit with LTP3 policies. No conflicting negative impacts were identified through the LTP3 Environment Impact Assessment, the PUSH Economic Strategy, or the LEP objectives.

Factor & resulting local transport challenges	Intervention	Fit with: LTP3 Objectives A-N
Highway Network	TMC1, TMC2, BTP1, BTP3, BTP4, BTP5, BTP6, F1, PT2, PT4, PT5 & CC1	LTP3 Policies A, B, C, D, F, I, J, K, L & N
Pattern of development	TMC1, TMC2, BTP2, BTP3, BTP4, BTP5, BTP6, PT1, PT2, PT3, PT4, PT5, ST1, T1, T2 & CC1	LTP3 Policies C, D, F, I, J, L & N
Port of Southampton	TMC1, TMC2, BTP3, BTP4, BTP5, BTP6, F1, PT1, PT2, PT3, PT4, PT5, T1 & CC1	LTP3 Policies A, B, C, D, F, K & N
Economic Growth Sectors	TMC1, TMC2, BTP1, BTP3, BTP4, BTP5, BTP6, F1, PT2, PT4, PT5, T1 & CC1	LTP3 Policies A, C, D, F, L & N
Carbon	TMC1, TMC2, BTP1, BTP2, BTP3, BTP4, BTP5, BTP6, F1, PT2, PT3, PT4, PT5, ST1, HP4, T1, T2, CT1 & CC1	LTP3 Policies C, E, H, I, J, K, L & M
Geography:	TMC1, TMC2, BTP1, BTP3, BTP4, BTP5, BTP6, F1, PT1, PT2, PT3, PT4, PT5, T2 & CC1	LTP3 Policies A, B, C, D, F, I, J, K, L & N
Other environmental	TMC1, TMC2, BTP1, BTP2, BTP3, BTP4, BTP5, BTP6, F1, PT2, PT3, PT4, PT5, ST1, HP4, T1, T2, CT1 & CC1	LTP3 Policies C, E, H, I, J, K, L & M
Health, deprivation	TMC1, TMC2, BTP2, BTP3, BTP5, PT2, PT3, PT4, PT5, HP1, HP2, HP3 & CT1.	LTP3 Policies A, D, F, I, L, M & N

## C4. Community Support

The **Travel Attitude Survey** (MRUK, April 2011) of over 1000 people revealed that **81% of respondents** believed the Council should invest in Smarter Travel initiatives. Other responses revealed a strong latent demand for sustainable modes. Findings included:

- Only 12% use the bus five days a week, although 39% of respondents use the bus on a weekly basis. Rail use is low with only 4% of residents travelling by train at least once a week.
- In terms of active travel, 11% of residents cycle at least once a week with 4% using a bike five days a week. Walking was the most frequently used mode with 47% of respondents making a trip on foot five days a week.
- 35% of respondents said they intended to walk more, 26% said they could make more use of public transport and 18% said they would like to cycle more.
- 73% of residents agreed that car was more convenient than public transport. However only 29% concurred that driving was cheaper.

Alongside this survey, earlier consultation for the LTP3 showed mode shift to be the **single biggest issue** concerning the cities stakeholder groups. A MORI survey of attitudes and satisfaction with transport services is also undertaken annually. In addition a Passenger Focus survey last year revealed that public satisfaction with some of our premier bus routes was the highest out of all cities covered by the survey.

The **Local Enterprise Partnership** stated in its original submission that *“there exist significant low cost opportunities to tackle transport issues through the intelligent application of transport strategies and plans, complimentary land use strategy, managing transport networks better and investing in sustainable modes of transport such as buses walking and cycling”*

The programme described in C1 has been developed in partnership with the academic, local government, voluntary and business community and the independently evaluated TfSH Reduce strategy. Appendix 1 includes letters of support.

This programme’s evolution was also shaped by:

- a design and delivery workshop involving the Bus Operators, Network Rail, Passenger Focus, three authorities, the third sector, business representatives, PUSH, and the University of Southampton;
- a formal exploratory meeting between three authorities, the voluntary and community sector, businesses, representatives, and the University of Southampton;
- a presentation to the shadow Solent LEP Board on the 25<sup>th</sup> March.



A design and delivery workshop held at Southampton University to help define this package with representatives from: The Local Enterprise Partnership, Transport Alliance (Southampton), Chamber of Commerce, Sustrans, Passenger Focus, TfSH, Network Rail, South Hampshire Bus Operators Alliance, and the local authorities of Hampshire, Portsmouth & Southampton.



## SECTION D – Value for Money

### D1 Outcomes and Value for Money

Headline outcomes are:

- a 12% modal shift
- a real reduction in emissions from Transport despite a background growth in trips of 7million per annum
- Directly supporting economic growth including 30,000 new jobs within the city

Transport for South Hampshire commissioned an independent review of their Reduce Strategy (Phil Goodwin, June 2010). The Reduce Strategy aims to reduce the amount of car travel in the sub-region by use of a package of Smarter Choice measures and the use of land planning.

Of relevance was the conclusion that Smarter Choice measures can deliver

*“... very high benefits in terms of value for money ... resulting in wide-ranging improvements in congestion, quality of life and environmental impacts.”*

The measures might be expected to deliver a Benefit:Cost Ratio of **3.6:1**. However, if other relevant benefits (Health, CO<sub>2</sub>, Noise, and the direct benefit of improved travel conditions) are considered, the BCR could be expected to increase by a factor of between 2 and 8 i.e. the real BCR would be between **7.2:1** and **29:1**

We have adopted best practice from the sustainable travel cities. Our highly targeted and evidence based methodology, the near perfect conditions for success and delivery through the Centre of Excellence will mean we will set new standards for achieving modal shift at lower cost. The TfSH larger bid will also seek to put in place a much improved public transport offer bringing added value and benefit to both elements.

The following table demonstrates key outputs for each of the proposed interventions for this behaviour change programme.

Intervention	Key Outputs
<b>Scheme Element 1: COMPANY FORMATION</b>	
Set up, Commissioning, etc	Centre of Excellence up and running.
<b>Scheme Element 2: TRAVEL MARKETING AND COMMUNICATIONS</b>	
Travel awareness, branding and publicity	Successful brand established (with over 70% awareness)
Campaigns	10 x Targeted Campaigns/Events (reaching over 100,000 people)
<b>Scheme Element 3: BUSINESS TRAVEL PLANNING</b>	
Retail Travel Plans for Major Shopping Dest.	2 x Retail Travel Plans produced
City Centre Travel Plan Networks	1 x TPN produced for Southampton City Centre
Pro-active travel planning initiatives	3 x Area-Wide Travel Plans (covering approx 300 businesses)
<b>Scheme Element 4: FREIGHT</b>	
Next Generation Fleet Efficiency & Consolidation	Establish Partnership, Research Programme, 8 specific initiatives
<b>Scheme Element 5: PUBLIC TRANSPORT TRAVEL PLANNING</b>	
Preparation of new rail station travel plans	3 x Rail Station Travel Plans adopted
Promotion of 'Plus Bus' and Solent Travelcard	Multi-media campaign In conjunction with Bus Operators.
Expansion of the Brompton Bike Hire scheme	3 x Brompton Bike Hire Points (30 bikes each) established
Quality marketing of key corridor bus services	Multi-media campaign In conjunction with Bus Operators.
Legible Bus Networks	Improved Information, Signage on 3 x Corridors
<b>Scheme Element 6: SCHOOL TRAVEL PLANNING</b>	
Implementation of measures in STPs	100% of Schools with Travel Plans (70 x Schools)
<b>Scheme Element 7: HEALTH PLANNING/ACTIVE TRAVEL</b>	
Southampton General Hospital Travel Plan	Hospital Travel Plan produced and implemented
GP/Community Pharmacist Active Steps referrals	1000 people sign posting (referred)
<b>Scheme Element 8: TECHNOLOGY</b>	
Traffic Control Predictions to Improve Air Quality	Information provided by mobile media
Promotion of Home Deliveries	1 x Targeted Campaign for Southampton City Centre retail area
Smart Media	Development of SmartPhone Apps

<b>Scheme Element 9: CYCLE TRAINING</b>	
Bikeability and other forms of Cycle Training	Continuation of Cycle Training in Southampton
<b>Scheme Element 10: CAR CLUBS</b>	
Sub-Regional Car Club	Up to 100 new car club bays installed in Southampton
<b>Scheme Element 11: MONITORING AND EVALUATION</b>	
Evaluation	Supporting DfT's LSTF Monitoring and Evaluation Framework

## Outcomes

These interventions and associated outputs are designed to contribute towards the following outcomes:

- 1) **Modal Shift** from the private motor vehicle towards public transport, walking and cycling - *improved network reliability enhances business efficiency, raises competitiveness, and encourages higher levels of job creating businesses locate in the city*
- 2) Shorter Travel-to-Work **Journey Times** - *improved productivity*
- 3) Journey Time **Reliability Improvements** - *improved transport-related economic efficiency for business users and transport providers*
- 4) Widened Sustainable **Travel Options** - *improved transport environment for retail consumers and leisure trips including tourism*
- 5) **Higher Frequency** of public transport services through demand management - *improved transport related economic efficiency for business users and transport providers; agglomeration & cluster opportunities taken up*
- 6) Improved **Freight Movement Efficiency** - *reduced business costs, raised competitiveness, higher levels of related job creating businesses locate in the city; Southampton recognised as a leader in 'greenfleet' management; reduced carbon footprint of providing goods and services*
- 7) Reduction in **CO<sub>2</sub> Emissions** from ground-based transport - *reduced carbon footprint of providing goods and services; Southampton recognised as the UK's leading low-carbon city attracting green businesses and related entrepreneurial activity and jobs*
- 8) Improvements in **Air Quality** - *Southampton recognised as a clean place to live and work; reduced costs to the NHS from poor air quality*
- 9) Reduction in **Obesity-Related Health Problems** - *reduced costs to the NHS, reduced absenteeism, higher productivity*
- 10) **Business confidence** in performance of the transport network - *measured through the PUSH Annual Review and surveys of the Solent LEP members.*

These outcomes are demonstrated by a series of examples below which include baseline data.

### Transport Network

#### 1) Strategic Road Network Reliability

<u>12-hour vehicle counts</u>	<u>Baseline (2006/10)</u>	<u>Target (2015)</u>
Western Approach (A3024W)	32,066	35,000
Shirley Road	6,849	6,000
Northern Approach (A33)	16,319	14,800
Thomas Lewis Way	8,034	7,500
Eastern Approach (A3024E)	13,619	12,300
Portsmouth Road/Itchen Bridge	8,266	7,500

#### 2) Congestion

These figures show average speeds (in minutes per mile) along routes linking to the region's major international gateways.

<u>Journey Time Surveys</u>	<u>Baseline (2010)</u>	<u>Target (2015)</u>
Access to Southampton Airport	01:32" mins/mile	01:15" mins/mile
Access to Port of Southampton	02:56" mins/mile	02:25" mins/mile

### 3) Congestion Hotspots

This figure is the number of links across the South Hampshire region with a delay of over 30 seconds.

<u>Congestion</u>	<u>Baseline (2010)</u>	<u>Target (2015)</u>
	158.5 links	145 links

### 4) Journey Times

These figures show the average journey time (in minutes) along the two key routes into Southampton from the relevant motorway junction to the city centre inner ring road.

<u>Journey Times</u>	<u>Baseline (2010)</u>	<u>Target (2015)</u>
Western Approach (A3024W)	09:58" mins	09:00" mins
Northern Approach (A33)	11:07" mins	10:00" mins

### 5) Modal Split

<u>Mode</u>	<u>Baseline (2010)</u>	<u>Target (2015)</u>
Car	57.5%	45.5%
Walk	13.9%	15.9%
Cycle	2.6%	4.6%
Bus	16.6%	22.6%
Rail	6.5%	8.5%
Ferry	2.0%	2.0%

### 6) Car Ownership

<u>Car Ownership</u>	<u>Baseline (2010)</u>	<u>Target (2015)</u>
Per Household (Mean)	0.9	0.7

## Development

### 7) Economic Development

<u>Growth Rate</u>	<u>Baseline (2010)</u>	<u>Target (2015)</u>
Gross Value Added (GVA)	2.0%	2.1%
Productivity (CAGR)	1.6%	1.7%

Source: PUSH Economic Strategy DTZ & Oxford Economics Oct 2010

### 8) Employment Rate

<u>Private Sector Employment</u>	<u>Baseline (2010)</u>	<u>Target (2015)</u>
Growth	2.8%	3.8%

Source: PUSH Economic Strategy DTZ & Oxford Economics Oct 2010

## Carbon

### 9) Road Transport CO<sub>2</sub> Emissions

<u>CO<sub>2</sub> Emissions</u>	<u>Baseline (2008)</u>	<u>Target (2015)</u>
	247,000 tonnes	230,000 tonnes

## Air Quality

### 10) Air Quality Management Areas

<u>AQMA's</u>	<u>Baseline (2010)</u>	<u>Target (2015)</u>
	8 x AQMA's	6 x AQMA's



## **D2. Financial Sustainability**

The business plan for the Centre of Excellence is based on new income streams being generated to enable the arms-length body to sustain the initiatives set in train through the LSTF fund. The range of partners involved widens the opportunity to attract new funding from Trusts, Research Bodies through fee earning, and from pro-bono work from the private sector. This follows the model used by a local not-for-profit, *Solent Synergy*. Transport for South Hampshire, and the neighbouring local authorities including Poole and Bournemouth, who are fully supportive of the Centre of Excellence, and have expressed interest in using it for consultancy services for their evolving behaviour change programmes.

TfSH commissioned an independent review of their Reduce Strategy (P Goodwin, Bristol University, June 2010), which showed that the initial per head investment in behavior change work can taper away after the first four years. Providing funding is maintained at levels in the order of 40% of initial investment, behavior change can be maintained without a mass 'reversion to type'.

## **SECTION E – Deliverability**

### **E1. Implementation**

#### **Introduction**

The Centre of Excellence for Behaviour Change will initially involve the bringing together of Southampton University, Sustrans and local authority expertise into a shared delivery unit. The clear benefits of this include:

- Rigorous academic research and evaluation of initiatives will help direct and refine implementation to ensure it is effective and value for money
- Knowledge will transfer between practical delivery consideration and academia leading to a culture of innovation and the spread of good practice
- The passion and resources that can be brought to bear through the voluntary sector will also keep costs down and attract other funding potential
- The centre will effectively become a consultancy resource and bring in income to ensure it has a future beyond the LSTF
- Temporary resources will be able to be turned off and on again far easier and the utilisation of voluntary and student labour forces will ensure delivery costs are kept low
- It will be fit to assume a delivery role for health promotion activities when this duty transfers to local Government in 2013
- Added value and economies of scale will be achieved through the coordination of behaviour change activities under a consistent branding

#### **Staffing**

3 x F-T-E Southampton City Council officers will form the initial core, augmented by Sustrans and University of Southampton staff, and a range of appropriate contracting options, including fixed-term appointments, for commissioned services and individuals.

This approach is based on discussions between Hampshire County Council, Portsmouth City Council Southampton City Council, Sustrans, and the University of Southampton Transport Research Group, the founding members of the Centre of Excellence concept and the other members of Transport for South Hampshire.

The Centre of Excellence will be governed by a board with representation from the founding organisations together with a representative from the Solent LEP.

#### **Operations**

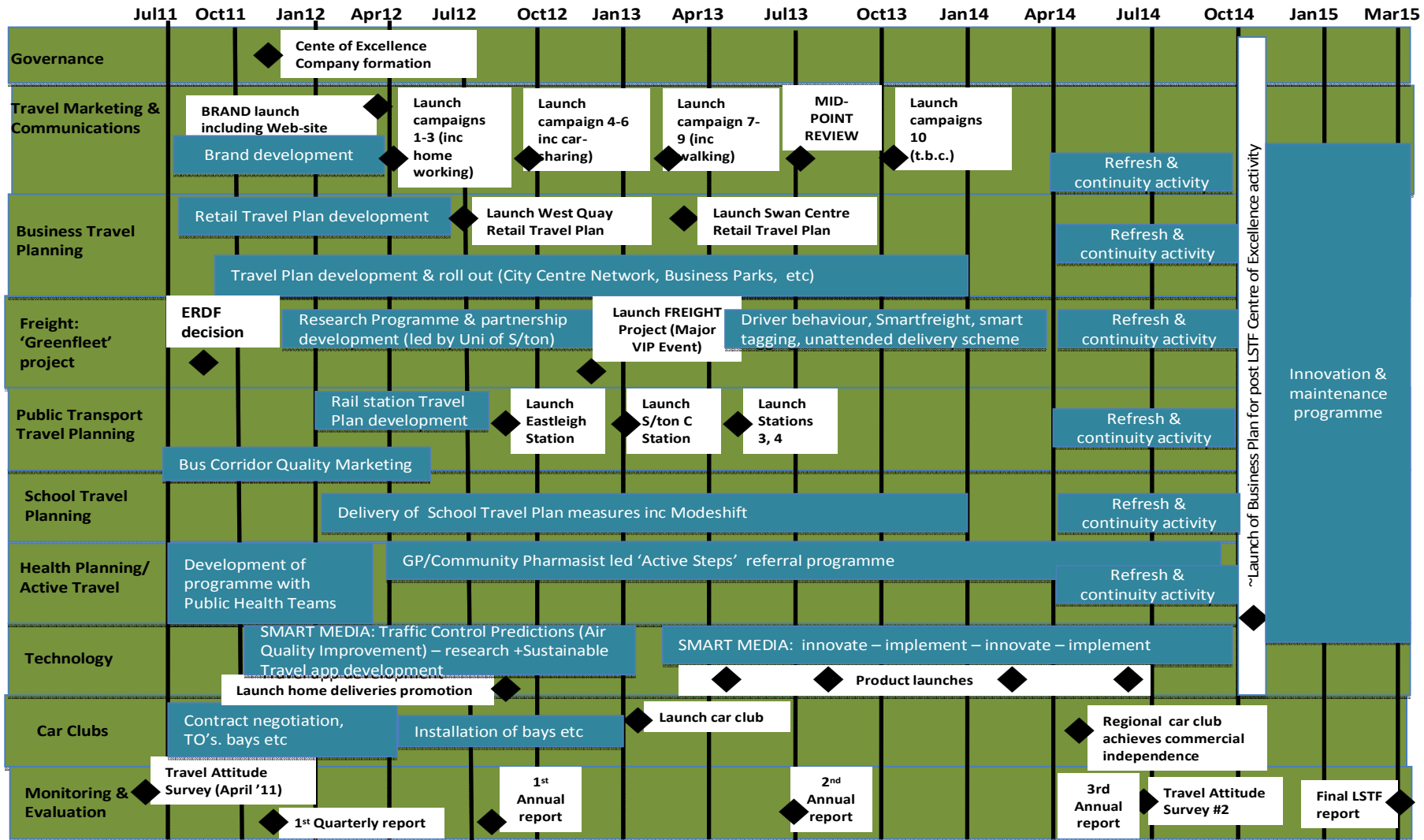
A business plan & operational plan is being produced. (The milestones are included below at E2.) The body will eventually provide behaviour change services across the South Hampshire area including a) delivery of existing LA programmes, b) delivery of the South Hampshire area LSTF programme, c) programmes negotiated with interested parties from the health, education and others, including LA development control.

#### **Performance Management**

The Centre of Excellence will be required to produce monthly performance figures, with a quarterly report produced specifically for the LSTF programme.

## E2. Output Milestones

### Southampton Sustainable Travel City Behaviour Change Programme: Key Milestone Plan



### E3. Summary of Key Risks

RISK	ASSESS- MENT			MITIGATION MEASURES	RESIDUAL RISK		
	H	M	L		H	M	L
<b>ORGANISATIONAL/ PROJECT MANAGEMENT</b>							
Conflict of objectives amongst Centre of Excellence partners		✓		Governance arrangements carry sufficient weight to ensure the Centre of Excellence is operationally robust at all times. Appointment of 3 <sup>rd</sup> party conciliation body if required.			✓
Conflict of PM disciplines inc. procurement etc between partners		✓		Agreements sought from the outset on common PM formats & reporting			✓
<b>FINANCIAL</b>							
Inflation increases costs especially print, advertising etc.		✓		Business Plan accounts for inflation rises in line with Office for Budget Responsibility forecasts			✓
ERDF funding bid unsuccessful		✓		Seek other funding sources, revise programme to fit budget.			✓
<b>THIRD PARTY</b>							
Bus & rail operators fail to engage due to poor economic climate		✓		Early engagement in all contract negotiation			✓
Voluntary/Community Sector organizations go into liquidation			✓	Obligation created to informally signal potential problems ahead of formal notification via usual channels			✓
<b>PUBLIC/ POLITICAL</b>							
Southampton residents resistant to behaviour change		✓		Research reasons for resistance; revise marketing strategy.			✓
<b>PROGRAMME</b>							
Co-ordination across partners proves technically difficult		✓		The Board takes initial responsibility for strengthening matrix management systems as needed.			✓

### E4. Project Evaluation

We would welcome the opportunity to work with the DfT on evaluation. Indeed, we would go further, and suggest that by combining data from the new £2m Sub-Regional Transport Model (SRTM) with our extensive survey of travel attitudes in Southampton, and profiling this to against MOSIAC data, we will have a comprehensive 2011 baseline covering journey patterns, carbon emissions, traffic volumes, travel attitudes, and land-use.

Both the SRTM and the attitude survey will be repeated in 2015 providing a unique opportunity to evaluate the impact of LSTF interventions across the entire South Hampshire area. This data will be used with the Oxford Economics Model used by the Solent LEP and refreshed in the autumn of 2010 to measure economic performance.