

3rd JUNE 2019

ACTIVE TRAVEL UPDATE

Purpose of Report

To set out the work done to date on active travel and to seek agreement to award a contract for the Active Travel Project Director role.

Thematic Priority

Secure investment in infrastructure where it will do most to support growth.

Freedom of Information and Schedule 12A of the Local Government Act 1972

The paper will be available under the Combined Authority Publication Scheme.

Recommendations

That the MCA:

- Consider the work that has taken place to date on active travel
- Note the intention to produce an Active Travel Plan
- Approves the award of a contract with Mr Zanzottera for the services of an Active Travel Project Director to the value of £123,200 for up to 2 years.

1. Introduction

- 1.1** In April 2019, Dame Sarah Storey was announced as the Sheffield City Region Active Travel Commissioner, who will take a lead role in the delivery of the Active Travel elements of the Mayor's Vision for Transport and the Transport Strategy.
- 1.2** Following the Commissioner's appointment, SCR are working to establish a project team who can support the role, which includes the appointment of an Active Travel Project Director and progressing the development of an Active Travel Implementation Plan.

2. Proposal and justification

- 2.1** The Mayor's Vision for Transport sets out an aspiration to increase the number of people walking, cycling and using public transport as part of their journeys. The Mayor commits to putting pedestrians and cyclists at the heart of our transport plans and outlines an ambition to reduce journey times by walking and cycling to 15 minutes, between neighbourhoods and regional hubs. In addition, one of the success criteria outlined in the SCR Transport Strategy is an increase in the number of trips undertaken by cycling and walking, of 350% and 21% respectively.
- 2.2** SCR were also notified of three successful Active Travel bids to the Transforming Cities Fund (TCF) in March 2019, and work is progressing on the development of our Transforming Cities Tranche 2 application.

- 2.3** Given the significant sums of potential funding available to the region and the level of ambition expressed by the Mayor, it is important that SCR develops an Active Travel Implementation Plan to target our investment. This plan will be one of four key implementation plans which will sit under the Transport Strategy.
- 2.4** The Commissioner's Active Travel Plan will be informed by work already underway on the Local Cycling and Walking Investment Plan (LCWIP). This has been produced in partnership with DfT and sets out where investment in cycling and walking infrastructure should be targeted to have the greatest impact. The LCWIP is still in draft form and does not address the need for large scale behaviour change that will be needed to achieve the success criteria outlined in our Transport Strategy. It is proposed that the Active Travel Implementation Plan encompasses the work of the LCWIP undertaken so far and builds on this, to produce an implementation plan for cycling and walking that will deliver the policies of the Transport Strategy.
- 2.5** Following a tender process and evaluation, the most economically advantageous tender was submitted by Peter Zanzottera. It is therefore recommended that the MCA contract with Mr Zanzottera to undertake the Project Director role for a period of 2 years (the same time period as the appointment of the Commissioner).

3. Consideration of alternative approaches

3.1 Option 1: Do not appoint a Project Director

The alternative approach would be to continue without the appointment of an Active Travel Project Director. This is not recommended following advice from other Mayoral Combined Authorities who have been through a similar process, such as Manchester, as this could constrain delivery and prevent the Commissioner having the required resource available to deliver their objectives.

3.2 Option 2: Do not appoint an externally commissioned Project Director

An alternative would be not to appoint an externally sourced Project Director. However, this option has been discounted as there are no suitable candidates within SCR or partner authorities who would have the required skills and experience in active travel to undertake such a role.

4. Implications

4.1 Financial

The contract value for the appointment of the Active Travel Project Director is £123,200. This will be funded from the Mayoral Capacity Fund budget. Funding for active travel was identified in the submission to Government for approval of its Mayoral Capacity Fund allocation to the Mayor.

4.2 Legal

The Services of the Project Director will be secured with an appropriate contract. Due to the value of the contract the approval of the MCA is required.

4.3 Risk Management

By appointing an Active Travel Project Director the SCR is reducing the risk of a prolonged period of inactivity due to a lack of available resources.

4.4 Equality, Diversity and Social Inclusion

The SCR followed an open recruitment process which led to the appointment of an Active Travel Project Director. The delivery of an Active Travel Strategy will have wide reaching benefits for all of SCR residents.

5. Communications

5.1 A strategic communications plan for Active Travel is being produced and implemented for the 2019/20 financial year.

This involves communicating with members of the public, businesses and key stakeholders across a range of channels, including social, digital and traditional media. If appointed, a news story would be released to the media on the Project Director's role, accompanied by social media posts and the officer of media interviews.

This positive news story would set out the strategic direction of the role and reiterate key messages around making Active Travel options accessible for people from all backgrounds and communities.

6. Appendices/Annexes

6.1 None

Report Author	Chloe Shepherd
Post	Senior Programme Manager - Transport
Officer responsible	Mark Lynam - Director of Transport, Housing and Infrastructure
Organisation	Sheffield City Region
Email	Mark.lynam@sheffieldcityregion.org.uk
Telephone	0114 2203445

Background papers used in the preparation of this report are available for inspection at: 11 Broad Street West, Sheffield S1 2BQ

Other sources and references: