

**SOUTH EAST ENGLAND
REGIONAL TRANSPORT BOARD**

Date: 13 July 2007

Subject: **Smarter Choices**

Report of: Regional Planner
South East England Regional Assembly

Recommendations:

It is recommended that the Board:

1. Note the progress with the commission on accessibility and mobility management
2. Comment on the draft criteria for the identification of exemplar projects and instruct the secretariat to prepare a definitive set of criteria for wider circulation.

Purpose of Report:

To update the Board on progress with the consultant commission presently underway that will help define a longer-term strategy for facilitating the more widespread application of smarter choice measures.

To seek the Board's comments on the criteria that might be used to identify and support exemplar projects.

Key Issues:

Behavioural change forms a central component of the policy framework set out at the regional level. There is a clear realisation that it is difficult, partly because of the number of players involved and because of the very real and direct effect changes have on the lifestyle of individuals. The challenge is therefore to find ways of encouraging behavioural changes that are acceptable to individuals but which help towards achieving much wider social and environmental benefits.

1. Accessibility and Mobility Management: Implementation

- 1.1 As part of the focus on implementation the Assembly has commissioned Addison and Associates to provide advice on the development of framework that maps out how the need to achieve the widespread application of mobility management measures might be realised.
- 1.2 The commission represents the first step in what will need to be long term commitment to supporting measures that will implement behavioural change. The key outputs from the current commission are:
 - a) a proposal for a long term programme of work that can be commissioned as part of the commitment to provide leadership on the implementation of measures to manage demand and realise behavioural change;
 - b) a proposal for the format and content of regional good practice guidance, including advice on the benefit of using case studies that are locally relevant;
 - c) proposed arrangements for engaging with elected members and officials and other stakeholders as part of the long-term programme of work;
 - d) written feedback from pilot events and action learning workshops held as part of the commission;
 - e) proposed definitions for terms commonly used in respect of managing demand and behavioural change.
- 1.3 It is envisaged that the commission's recommendations will:
 - a) provide an understanding of how to develop different means of ownership of the need for change, and how to effect it; as well as seeking to identify how to secure improved accessibility through a pilot project;
 - b) promote understanding of the barriers and share experiences of the ways that these can be overcome in order to deliver successful outcomes;
 - c) present information at the boundaries of current thinking in order to encourage further innovation, particularly through enhanced partnership working and working with local communities;
 - d) provide through the outcomes of the document, a firm basis for developing a toolkit as part of the long term work programme.
- 1.4 The consultants are due to report their conclusions prior to the meeting of the Board. A verbal update will be made to the Board.

2. How to Deliver: Promoting Exemplar Projects

- 2.1 Behavioural change is central to the successful implementation of the draft South East Plan and the Regional Economic Strategy. The Board has previously resolved that it wishes to consider opportunities for supporting measures to achieve changes in transport behaviour through the RFA.
- 2.2 The Project Brief for the 2008 refresh identifies that we are keen to encourage innovative proposals improve the quality and attractiveness of alternatives to the private car. It also highlights that the Board is minded to

allocate funds in support of a limited number of exemplar proposals consistent with this objective. The expectation is that priority will be given to proposals that address the issue on a cross boundary basis.

- 2.3 Our forward programme has proposals associated with the hubs at Guildford and Redhill, together with two packages of proposals in the South Hampshire sub-region identified as priorities for investment. These provide a significant opportunity for us to encourage exemplar proposals that facilitate behavioural change.
- 2.4 In addition, we believe the potential exists to encourage the development of additional proposals that could act as exemplar projects. To that end initial expressions of interest have been sought from local transport authorities. This has resulted in a number of proposals being put forward.
- 2.5 However in terms of assessing their suitability as potential exemplar projects there is a need to develop and agree a set of criteria. We propose that proposals put forward as potential exemplar projects will be assessed against the draft criteria set out in Annex I.

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**Smarter Choices – Exemplar Projects
Draft Assessment Criteria**

- i) Proposals should be cross-organisational in nature or be developed in a way of being able to be delivered in such a manner (e.g. LTA partnerships or partnerships of bus operators and LTAs, as examples).
- ii) The maximum contribution from the Board available for any single project will be £XX,000,
- iii) Proposals should build on existing projects where possible, although new proposals are equally welcomed.
- iv) Proposals that are innovative in nature will be given preference over proposals that would, in general, be delivered through main programme budgets.
- v) Proposals should demonstrably seek to rebalance use of the transport networks away from private car use.
- vi) Proposals must be “capital” in nature; proposals for revenue-funded proposals cannot be considered through this mechanism.
- vii) Proposals must demonstrably deliver:
 - a. Elements of the Mobility Management policies of the Draft South East Plan (T4, T5 and / or T8); and
 - b. the national “Smarter Choices” agenda; and / or
 - c. the sustainable transport elements of the appropriate Local Transport Plan(s).
- viii) Contributions from the promoter and/or other parties should to be sought. The Board will seek to co-fund proposals with promoters or other parties, other than in exceptional circumstances.