

**SOUTH EAST ENGLAND
REGIONAL TRANSPORT BOARD**

Date: 26 October 2007

Subject: **Mobility Management**

Report of: Regional Planner
South East England Regional Assembly

Recommendation:

It is recommended that the Board:

- i) Note the progress of the commission on accessibility and mobility management;
- ii) Endorse the work programme set out in Annex I;
- iii) Endorse the approach suggested in the report to take forward the four work packages set out in paragraph 3.4 (A to D) as priorities;
- iv) Request the secretariat to identify opportunities to use proposals included in the regional programme to act as exemplar projects.

Purpose of Report:

To update the Board on progress with the work on mobility management, including the recommendations of the consultant's report commissioned earlier in 2007. To propose a work programme designed to take forward into implementation the consultant's recommendations.

Key Issues:

The issue of behavioural change is becoming a greater driver for transport policy in the region, a fact that has been emphasised by the independent Panel that conducted the Examination in Public of the South East Plan.

1. Background

- 1.1 The Regional Assembly has an ongoing conformity role to ensure that Local Development Frameworks (LDFs) implement the mobility management principles of the adopted Regional Planning Guidance and the draft South East Plan. The Assembly and SEEDA are involved in discussions with stakeholders and public transport operators designed to assist in the delivery of sustainable transport initiatives (for example the bus and coaches networks highlighted in Agenda Item 5b).
- 1.2 In addition, the Board takes a keen interest in responding positively to Government proposals that have a beneficial effect in terms of encouraging mobility management measures (for example, the Future of Local Transport Plans consultation, Agenda Item 8b).
- 1.3 Earlier this year the Assembly commissioned Addison and Associates to prepare a long-term programme for delivering the changes in travel behaviour that are critical in delivering the policy framework set out in the draft South East Plan and Regional Economic Strategy. The consultant's analysis involved examining various documents including some of the region's Local Transport Plans, discussions with GOSE officers, and three workshops with stakeholders held in Oxford, Portsmouth and Guildford, as well as drawing on their significant experience in this area.
- 1.4 A key focus for this work was to identify where there is added value from regional partners taking a leadership role in taking forward the delivery agenda, and to then propose ways in which that role might be realised. The final report has now been received and will be available on the Assembly's website in due course¹.

2. The Consultants' Recommendations

- 2.1 The consultant's report sets out its recommendations for future activities to help deliver the region's objectives. The report identifies seven themes where there is added value to be derived from regional leadership:
 - **Leadership:** distilling the key messages and providing clarity and consistency in its delivery over a long period;
 - **Lobbying** on behalf of the region – particularly in respect of the level and nature of resources available;
 - **Engagement:** ensuring all key players are on board with the agenda, especially those whose primary focus may not be transport;
 - **Facilitating Collaboration:** assisting local authorities (and their partners) to work together across boundaries where sub-regional solutions need to be developed and delivered;
 - **Promoting and co-ordinating research:** in relation to demand management and travel behaviour change in behalf of the region's stakeholders;

¹ www.southeast-ra.gov.uk

- **Supporting** local authorities – through encouragement of networking and developing skills and corporate understanding of transport issues to senior officers and members;
- **Promoting** good practice – through training, capacity building and publication of appropriate materials and resources.

3. Key Issues and Discussion

- 3.1 The consultant's recommendations includes proposals for an Action Plan that maps out the activities required to deliver the seven themes. The 'Lego kit' approach recommended by the consultant avoids a 'one-size fits all' to address the various behavioural change issues facing the South East. Instead it proposes that different activities are combined to best reflect the circumstances of different parts of the region.
- 3.2 The Transport Advisory Group (TAG) reviewed the consultant's recommendations at its meeting in September. Building upon their comments an updated version of the Action Plan was prepared. This was in turn discussed at the meeting of the Regional Transport Co-ordination Group held on 11 October.
- 3.3 Both discussions concluded with strong support for the proposed way forward as set out in the Action Plan (Annex I).
- 3.4 Based on the advice of the two advisory groups four 'work packages' have been identified as priorities for action at the regional level that would support and facilitate work underway at the local level. These packages are based on a combination of addressing key issues now and also laying down 'hooks' to enable further work to be undertaken over time.

A. Development of guidance to deliver Local Development Framework Core Strategy conformity with the Regional Transport Strategy: A number of Local Authorities are struggling with taking on board the aims and outcomes of the RTS and translating these into their LDFs. This includes the way in which they should factor key spatial drivers such as hubs and spokes, as well as key messages such as Mobility Management and the 'Manage and Invest' approach. Without the necessary 'hooks' in these documents the future ability to achieve modal switch may be impaired. It is therefore proposed to develop a guide to help both the Assembly's conformity team, and authorities developing LDFs, followed by practical workshops on the outcome of the work.

B. Development of rail station travel plans: This commission would set a framework for the development and delivery of rail station travel plans as suggested in the recent Rail White Paper. The concept would, hopefully working with DfT, Network Rail, and a number of willing LTAs, develop best practise on delivering rail station travel plans. Importantly these will need to consider unlocking other funding sources and how interaction with other transport issues can be addressed in the locality.

C. Potential to develop integrated travel information and ticketing:

This commission would consider how the already committed roll out of ITSO ticketing (through franchise investment and national concessionary card) can be used to deliver increased modal shift for relatively low levels of investment. It is likely that this would need to be taken forward with a demonstration area with a view to exploiting the ability to finance innovative and pilot work of sub £5 million through a major scheme bid.

D. Development of a resource centre: Gathering information on examples of good practice across the region, contacts, and research/ existing guidance is seen as a key area where the region could assist. Enabling a 'one-stop-shop' approach for professionals to pool knowledge, as well as enabling activities (such as travelwise) to be co-ordinated across the region is seen as a valuable contribution to moving the implementation of mobility management forward.

3.5 The four work packages are a key part of taking this agenda forward. However the Board has also been keen to work with local authorities to identify and promote exemplar projects in the region. In this context a review of the forward programme of investment has resulted in a number of potential opportunities whereby the Board (through its investment via the RFA) might work with local authorities to bring forward exemplar projects. These opportunities include:

- Central Milton Keynes Public Transport Access Improvements
- Ryde Public Transport Interchange
- Brighton and Hove Bus Rapid Transit System
- Windsor Park and Ride
- Reading Station
- Guildford Transport Hub
- Ashford Smartlink Bus Rapid Transit
- Coastal Expressway
- A34/Access to Oxford Package
- Redhill/Reigate Transport Hub
- Thames Valley Strategic Bus and Coach Network

3.6 Engagement with relevant stakeholders will be important in developing and delivering the mobility management work programme. In particular further discussions are required with the promoters to identify the potential of the projects identified above to act as pilots.

4. Next Steps

4.1 The Board is asked to consider and endorse the Action Plan set out in Annex I and specifically paragraph 3.4 in taking forward its commitment to delivering behavioural change.

Fiona Thorp
Regional Planner
16 October 2007

Contact: Fiona Thorp, Regional Planner
T: 01483 555228 E: fionathorp@southeast-ra.gov.uk

ANNEX I

OUTPUT	ACTION	DELIVERY MECHANISM	TIMESCALE
I. Developing a regional resource centre for information and skills			
Library of guidance documents and examples of good practice	Will involve undertaking an audit of current and ongoing work (in both transport and non-transport sectors) on demand management and smarter choices occurring in the region, and documenting.	Possible consultant commission Achieved as part of work package D	Short Term
	Analysis of Local Transport Plans.		
	Compiling a library of guidance material.		
Directory of stakeholders and contact details (transport and non-transport sectors)	Setting up a database of stakeholder contacts.	Regional Assembly Achieved as part of work package D	Short Term
Library of research	Commission research (see below).	Regional Assembly	Medium Term
	Collection and dissemination of monitoring information – a database for monitoring the impacts of demand management to provide a regional evidence base.	Possible consultant commission (collect) Achieved as part of work package D Regional Assembly (dissemination and updating)	Short Term Medium term
Toolkit	Promotion - develop material and promotional activities for various campaigns, particularly to promote demand management positively (eg travel awareness, climate change, recycling, public transport information, car clubs etc).	Possible consultant commission, working with Local Authorities and relevant bodies (e.g. TravelWise, ACT)	Medium Term
	Information - develop tools to assist in promoting sustainable transport (eg journey planning, car sharing databases, checklist for assessing accessibility of sites etc)	Possible consultant commission Achieved as part of work package D	Short/ Medium Term
Secretariat for task group / forums	Continue to support sub-regional working and facilitate networking	Regional Assembly	Short Term (ongoing)
	Coordinate and run workshops and exchange visits to share good practice and enhance face-to-face interaction between stakeholders	Regional Assembly	Medium Term (ongoing)
Capacity building	Working with senior officers and members to ensure demand management becomes part of corporate culture, and that sufficient resources are put in place to deliver this increasing priority	Regional Assembly	Short/ Medium Term (ongoing)

OUTPUT	ACTION	DELIVERY MECHANISM	TIMESCALE
Continued:			
2. Sponsoring and/or commissioning further research / pilots			
Development and implementation of Rail Station Travel Plans	Rail Station Travel Plans are highlighted in the Rail White Paper, with £150m identified in HLOS. Work needs to be done to understand how these can be delivered, and to understand how they can be made effective. Research should consider: a framework setting out what should be done and processes; how to match policy and funding; parking and potential link to ITSO; and how stations can help deliver wider transport for hubs (with regard to the role of rail and station access); what work is taking place at stations in the South East; potential of linking access management plans to station travel plans to secure funds. Research should include implementation of pilot schemes, with eventual roll-out (as appropriate to circumstances) across the region.	Regional Assembly Achieved as part of work package B	Short Term
Development of integrated travel and ticketing	Exploration of the potential of ITSO. We need to find out what is going on in the region, particularly “off-rail” and explore the opportunities to coordinate schemes across Local Authority boundaries (and potentially use a sub-regional vehicle to pilot a sub-regional smartcard, linked with a zonal fares policy). Such work should also consider “plus bus” ticketing and other innovative smartcards (eg the joint Oyster/ Barclaycard) and how technology can be linked to parking charges, for example.	Regional Assembly Achieved as part of work package C	Short/Medium Term
Research and implementation of charging mechanisms	Exploration of impact of road pricing and how hypothecation of funds could be used for wider benefit, and how this can be linked to other measures such as reallocation of road space for more sustainable forms of transport.	Possible consultant Commission	Long Term
	Parking management- Identify leadership levels appropriate for different parts of the debate and how to involve district authorities, and link funding to targets (could be developed in context of moving towards a cashless society in relation to the potential of ITSO). Exploration of impact of workplace parking levies and potential hypothecation for wider benefit.		Medium Term
continued overleaf.....			

OUTPUT	ACTION	DELIVERY MECHANISM	TIMESCALE
continued.....			
Development of guidance to deliver policy ‘hooks’ in LDF Core Strategies to reflect the RSS	Local Authorities are struggling with taking on board the aims and outcomes of the RTS in their LDFs. This includes the way in which they should factor key spatial drivers such as hubs and spokes, as well as key messages such as Mobility Management and the ‘Manage and Invest’ approach. A commission will develop a guide to help both the Assembly’s conformity team, and authorities developing LDFs. Further work will need to be developed on setting out a sub-regional approach to demand management as suggested in the Examination in to the South East Plan Panel report.	Regional Assembly / Possible consultant commission Achieved as part of work package A	Short Term
Development of standard clauses and/or conditions for securing demand management funds	In particular making the most effective use of developer contributions (capital and revenue), through the development of standard wording for developer contributions that are secured by section 106 and condition.	Regional Assembly / Possible consultant commission	Medium Term
Investigation of funding available for demand management	Identification of potential projects that could be delivered through different funding sources eg development and implementation of a sub-regional smartcard to exploit RFA funds for pilot schemes <£5m (see major schemes guidance); using TIF congestion to deliver road pricing as part of a package of demand management measures etc.	Regional Assembly / Possible consultant commission	Medium Term

3. Supporting demand management focused interventions			
Increased priority for schemes that support the principles of “manage and invest” and wider sustainable transport	Revising and developing the prioritisation questionnaire to emphasise priority for such schemes delivering such outcomes.	Regional Assembly	Ongoing
Use Regional Transport Programme schemes as pilots to implement elements of demand management and promote sub-regional working	The Board has already indicated that package schemes (eg the hubs) are expected to deliver elements of mobility management.	Regional Assembly	Short/Medium Term
	Support for authorities participating in campaigns/events.	Regional Assembly	Short/Medium Term
Implement research actions	See “sponsoring and / or commissioning further research/ pilots” section above for detail.	Regional Assembly	Medium/ Long Term