



Agenda Item 8

Report to Transport for South Hampshire & Isle of Wight

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Subject: LSTF Progress Update

Purpose of the Report

To update Members on progress in delivering the large Local Sustainable Transport Fund (LSTF) funded project A Better Connected South Hampshire. The report builds on updates provided at previous Joint Committee meetings.

Recommendations

- (a) That progress on the Local Sustainable Transport Fund programme be noted and future work supported.
- (b) The invitation from the South Hampshire Bus Operators to join the Solent Travelcard Board be accepted.
- (c) That approval to finalise the Board Agreement be delegated to the Smart Ticketing monitoring officer.
- (d) That approval of the Baseline Monitoring Report be delegated to the TfSHIoW Senior Management Board.
- (e) That officers are encouraged to maximised the opportunities made available through the cycle ambition funding to improve strategic cycle links between the New Forest and Southampton.

Introduction

1. Since the last update in February, progress has been made across all the key delivery areas:
 - (a) smart ticketing;

- (b) marketing and communications;
- (c) monitoring and evaluation;
- (d) legacy planning; and
- (e) budget and finance.

Smart Ticketing

Procurement

2. The Asset Management System Host Operating Processor (AMS-HOPS) back-office procurement was successfully completed on schedule at the end of September 2013.
3. Hampshire County Council and Portsmouth City Council are currently seeking approval to call-off from the framework, with both contracts likely to commence on 1 January 2014. Southampton City Council's contract commenced on 1 August 2013. Migration from the existing supplier and implementation is due to be completed by the end of January 2014.

Grant Funding

4. The opportunity to express an interest in funding to support the rollout or upgrade of ITSO certified equipment closed at the end of July. The following operating companies have registered an initial interest in grant funding:

Wightlink	Stagecoach South	Gosport Ferry
Red Funnel	Go South Coast	Xelabus
Hovertravel	FirstGroup	Wheeler's Travel
Hythe Ferry	Velvet	Brijan Tours
Emsworth & District		

5. The deadline for completed application forms was 31 August 2013. Notification of successful bids for funding will be released by 13 September 2013. Implementation of equipment and software, along with testing, will be completed by 31 March 2014.

Smart Solent Travelcard

6. Progress continues to be made on devising the technical rules that will govern the smart Solent Travelcard. Work is underway to develop a marketing strategy, which will include a new website and online portal to allow the purchase of Solent Travelcard products.
7. Gosport and Hythe ferry and Hovertravel will offer a carnet Solent Travelcard. In addition, existing commercial paper products will be transferred to smart over time (Wightlink and Red Funnel are still working on their offering).
8. It is proposed that the Solent Travelcard is launched in phases:

- **Phase 1** would see the current bus product turned 'smart' from early June 2014.
 - **Phase 2** would introduce the new Southampton and Portsmouth city zone products and ferry offering, launching in August 2014.
9. Southwest Trains is continuing to discuss the upgrading of its existing equipment with the Department for Transport. The inclusion of rail within the Solent Travelcard scheme can only be considered once the necessary upgrade work has been completed.
- Solent Travelcard Board (STB)**
10. TfSHloW has been invited by the South Hampshire Bus Operators' Association to take a seat on the Solent Travelcard Board. In exchange TfSHloW would provide administrative support in return for a single voting right. Administrative support would typically include:
- organising and minuting meetings;
 - gathering and storing information about ticket sales;
 - calculating market share;
 - redistributing revenue; and
 - contacting new operators.
11. The administrative support functions have been taken from the Department for Transport's guidance for local transport authorities on planning and implementing multi-operator ticketing services. Delegated authority is sought to allow the Monitoring Officer to finalise the Agreement between TfSHloW and the Solent Travelcard Board. It is expected that this will be a minor resource commitment, which Tom King (TfSHloW Smart Ticketing Development Office) will take on as part of his wider smart ticketing work.

Marketing and Communications

12. Since the last meeting, the marketing strategy has focused on the following areas:
- (a) The three My Journey websites (Hampshire, Portsmouth and Southampton) are undergoing a substantial redesign to improve the user experience and site navigation. Currently the sites offer varying levels of experience so it is our aim to enhance the design aspect, align the sites and to ensure greater consistency across all sites.
 - (b) Brand awareness campaigns have taken place across the south Hampshire area and to date have achieved 18% awareness in Portsmouth and 37% awareness in Southampton. My Journey is new to the Portsmouth community and the results are based on the use of cold lists for online questionnaires and random street interviews. In Southampton the online questionnaires were sent out to members of the community who currently subscribe to council communications and random street interviews.

- (c) The multi modal journey planner is a unique online tool designed to compare travel options in and around the Hampshire area. The tool has been in development since January and has recently been beta tested amongst council employees on council intranet sites. On the whole the journey planner has been well received and the results are positive. The journey planner is due to go live on the My Journey website in the next few weeks.
- (d) The new look website and journey planner tool will go live at the same time to increase impact and provide a greater user experience. In addition we are creating two short films to showcase what My Journey is and its benefits. The second short film will provide a 'how to' guide for the journey planner. Both films will be hosted on the My Journey website and can be used for wider marketing. To date we have had almost 35,000 unique visitors in total to the websites.
- (e) In line with the marketing strategy, a campaign plan has been developed for the purpose of promoting the journey planner. The campaign focuses on its unique selling point – a bespoke online multi-modal journey planning tool for Hampshire. A substantial awareness campaign that promotes trial of the journey planner tool is due to go live towards the end of September. As the campaign spans the Hampshire wide area the following tactics have been selected.
- Bus back advertising – on keys bus routes in the Hampshire area that provide good geographical coverage to ensure the greatest opportunity to see (OTS);
 - Radio advertising - Heart, Breeze and Wave to ensure county wide exposure;
 - Radio competition – with Heart, it has the widest reach and greatest opportunity to hear (OTH). The competition will drive people to the website to engage with the journey planner tool;
 - Social media – as the tool is online, social media will be used to engage early adopters and encourage advocacy amongst the online community;
 - PR – councils will utilise their in house channels to maximise PR opportunities for the journey planner; and
 - Other – councils will utilise in house magazines and poster sites for additional promotion
- (f) Each council has, or is in the process of procuring, an events agency to deliver in the region of 20 localised events so that economies of scale can be achieved in addition to innovation. This provides My Journey with a greater opportunity to engage with the local community and encourage a change in behaviour as identified in the model in the marketing strategy document. In

the region of twenty events have been completed across the three authorities since April 2013.

13. Due to the success and the demand on resource to promote the annual commuter challenge, 'The Pledge' has been moved out to early next year so it can support the marketing effort needed to deliver the commuter challenge whilst at the same time aligning its marketing objectives with 'The Pledge'.

Monitoring and Evaluation

14. A 2012/13 Output Report was submitted to the Department for Transport at the end of July. This was completed online and included reporting on outturn spend for 2012/13 (as reported at the last meeting) as well as highlighting the principal achievements over the course of the year. Copies can be made available on request.
15. An initial draft of the Baseline Monitoring Report was received in July. A second draft incorporating feedback and comments was received in early September. The final report is anticipated in early October and with the agreement from members the intention is that this should be signed off by the TfSHloW Senior Management Board.
16. To complement this technical report, a summary document will be prepared highlighting the key achievements and main deliverables over the year. This will be circulated to Members, Stakeholders and made available to the wider public online. Following discussion with officers, it was agreed to defer a full presentation on the monitoring programme to the next meeting.
17. In addition to the detailed reporting schedule, the University is also facilitating a series of best practice workshops, focusing on different elements of the programme. The workshops are intended to share what has been happening, identify what has worked well and what hasn't and discuss issues relating to delivery of key elements of the LSTF programme.
18. The first workshop was held in September concentrating on Personal Journey Planning. A schedule is still to be agreed but future workshops may focus on the following topics:-
 - Supporting schools and colleges;
 - Workplace Travel Planning;
 - Marketing and Communications; and
 - Active Travel (being delivered by Sustrans).

Legacy Planning

19. As part of its regular communications with project teams, the Department for Transport recently issued a call for project extensions asking for LSTF teams to identify where more resources could be beneficial to improve delivery. A submission is being made covering the following projects

Authority	Project	Year		Type
		13/14	14/15	
HCC	Bishopstoke Rd (Eastleigh)	£ 200,000		Capital
HCC	Anns Hill/Bury Rd (SVD)	£ 50,000		Capital
HCC	Waterlooville TC - Bus Station Cycle Improvements		£ 50,000	Capital
SCC	Eastern Cycle Route		£ 300,000	Capital
SCC	Southampton Station Public Realm project		£ 2,000,000	Capital
		£ 250,000	£ 2,350,000	

20. With regards legacy planning more generally, a number of activities have taken place since the last meeting:-
- (a) A Tranche 2 submission was made to the Solent LTB seeking capital funds to support further delivery of the cycling/walking networks outside the cities;
 - (b) Development and marketing of the MY Journey brand to increase the brand value and raise awareness of sustainable transport alternatives;
 - (c) The LSTF Programme Manager has started working more closely with colleagues in SCC, HCC and Southern England Local Partners (SELP) to identify opportunities for EU funding in the next round of programmes which begin in 2014. TfSHIoW have become associate partners to the Eco2Mobility project supported by Kent, West Sussex and the Nord Pas de Calais region in northern France;
21. There are opportunities through the Cycle Ambition funding recently awarded to the New Forest National Park to create a strategic cycle route from the New Forest to Southampton, linked the network of cycle routes within the city.

Budget and Finance

22. Forecast expenditure for 2013/14 is set out in Table 1 below. Accurate figures for actual spend are available for the period up to the end of June (Q1). Revised forecasts will be prepared once figures for spend in Q2 (up to the end of September) are known.

Table 1: 2013/14 Forecast Expenditure

	DfT Allocation (£m)	Forecast Spend (£m)	Carry Forward (£m)
Capital	5.785	3.603	2.182
Revenue	3.118	2.976	0.142

23. The principal reason for the underspend against allocation is a reprofiling of the Smart Ticketing expenditure with an anticipated spend of roughly £2.3million against a budget of £3.3million. However, the changes to the grant payment system mean that underspend this year can be carried forward into the final year of the programme with no penalty.
24. The Department for Transport recently announced extra funds for the LSTF programme for 2015/16. Separate allocations have been made for Capital and Revenue.
25. With regards Capital funding, £100million has been allocated by the Department for Transport for 2015/16 nationally, to be distributed through the Single Local Growth Fund (SLGF) allocated to LEPs. This funding is not ring fenced and will be allocated in accordance with LEP priorities highlighted in their economic strategies.
26. A further £78.5million has been allocated for revenue projects, to be distributed centrally by the Department for Transport. It should be noted that this figure includes Bikeability funding which historically has been around £11m. A mechanism has not yet been agreed, however it is likely to be allocated through a competitive bidding process, with reward being given where match funding is being provided from other sources (e.g. SLGF).

Section 100 D - Local Government Act 1972 - background papers

The following documents disclose facts or matters on which this report, or an important part of it, is based and has been relied upon to a material extent in the preparation of this report.

NB the list excludes:

1. Published works.
2. Documents which disclose exempt or confidential information as defined in the Act.

TITLE

LOCATION

To be completed