

MHA Authority	Nottinghamshire County Council (NCC)
Project Number	60554755
Project Title	Nottinghamshire Travel Choice
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Brief Project Description (300 Characters)	<p>The Nottinghamshire Travel Choice programme was delivered through four discrete but interlinking work packages which aimed to provide travel planning advice in 2018-2020 to:</p> <ul style="list-style-type: none"> • Residents; • Business / Employees; • Job Seekers; and • School Leavers. <p></p> <p>Direct engagement formed the main approach to delivery of the work packages. This involved speaking to the target audiences - residents, businesses and their employee's, jobseekers, college students and Year 11 school leavers - to provide them with personalised travel advice, printed travel information packs and incentives to encourage them to use sustainable transport.</p> <p>The project was 'commended' at the 2020 CIHT Awards.</p>
Full Project Description	<p>Nottinghamshire County Council was awarded £845,000 from the Department for Transport's (DfT's) Access Fund to deliver 'Get Moving Nottinghamshire' in the mid-Nottinghamshire Housing Market Area (HMA). The overarching objective of the Access Fund is to support local authorities in delivering sustainable transport solutions which support economic growth and health objectives whilst reducing carbon emissions.</p> <p>The Travel Choice programme was delivered through four discrete but interlinking work packages which aim to provide travel planning advice in 2018-2020 to:</p> <ul style="list-style-type: none"> • Residents; • Business / Employees; • Job Seekers; and • School Leavers. <p>Direct engagement formed the main approach to delivery of the work packages. This involved speaking to the target audiences - residents, businesses and their employee's, jobseekers, college students and Year 11 school leavers - to provide them with personalised travel advice, printed travel information packs and incentives to encourage them to use sustainable transport. For example, with residents a team of trained travel advisors went door-to-door within Mansfield and Newark providing travel advice to householders about their travel options for the commute. In contrast, for jobseekers the Travel Choice team worked with the local Jobcentre team to provide jobseekers with personalised travel advice about their transport options for reaching interviews, training or employment following their Universal Credit appointments with work coaches.</p> 

The 2018-2019 and 2019-2020 outcome data was combined and assessed against the 2018-2020 outcome targets. The results showed that the programme successfully achieved the targeted number of additional cycle trips. However, only a third of the target number of walking trips and smaller proportion of additional bus trips were achieved.

For the Job Seeker work package, there was an additional outcome target to supporting 45 jobseekers into employment, training, or education by the end of the programme. The 2019-2020 delivery successfully supported 42 jobseekers (29 paid employment, 7 training/apprenticeship, 4 education and 2 unpaid work). When combined with the successful number of jobseekers supported in 2018-2019 (49 jobseekers) the programme significantly exceeded the performance metric supporting a total of 91 jobseekers into employment (paid and unpaid), training and education.

Innovation

Can this be applied to other MHA projects?

Following a review of the previous Local Sustainable Transport Fund (LSTF) projects, we could find no examples of previous projects that had specifically targeted those about to leave school (Post-16) in order to influence their travel choices for journeys to employment and further education opportunities. Similarly, initiatives aimed at jobseekers have been under-represented in sustainable transport projects. We specifically sought to break new ground by focusing on these groups.

A collaborative team of Nottinghamshire County Council, AECOM and Integrated Transport Planning delivered this complex, public facing project; supported by Job Centre Plus, employers, local secondary schools/colleges, Rural Community Action Nottinghamshire, Everyone Health, RideWise, Via East Midlands, and public transport operators. By effectively building and managing relationships, the team ensured a comprehensive and attractive sustainable travel offer.



