

National Transport Awards 2013

City of the year: Nottingham

Nottingham City Council



Nottingham
City Council

Nottingham: investing to grow

Nottingham is one of the core cities in the UK and a great place to live, work and visit. The authority has an excellent track record as a city that delivers ambitious plans. We have a clear and long-term view of the future; one that we are committed to achieving. Whilst stability in our political leadership has allowed for consistent decision making, our creative approaches have had their share of risks with brave decisions taken on key initiatives. This confidence has helped us build consensus amongst our citizens and partners to strive towards a shared goal. This commitment to stand by our policies is setting a clear message and cementing our position as a city that delivers.

This approach now sees Nottingham benefiting from an unprecedented level of investment and activity which is building a better connected city for the future of its citizens.

Risk taking strategies paying dividend

Workplace Parking Levy: business as usual

For a number of years Nottingham has stood alone in being bold in our commitment to pursuing the introduction of the county's first Workplace Parking Levy (WPL) scheme within the boundary of the City of Nottingham to tackle congestion caused by people travelling to and from work. The WPL generating an estimated £16 million by March 2014 has further strengthened our ability to lever in funding through external programmes such as the Nottingham Local Sustainable Transport Fund, Better Bus Areas and Green Bus Funds. Including major transport programmes (NET tram; station redevelopment, City Deal projects and major highway schemes), the level of investment in Nottingham is in the region of £750 million – a scale which far out performs our counterparts.

Two years since the WPL was introduced the scheme is demonstrating significant benefits:

- 100% compliance levels with medium and large employers
- 36% of workplace parking places now subject to parking management strategies
- 22% increase in number of employers with a travel plan (since 2011)

Crucially, no businesses have moved out of Nottingham as a result of WPL implementation with employers accepting the scheme and welcoming the local transport improvements the project part funds.

With an initial operating budget of 5% of the annual revenue, the scheme is on course to deliver £16 million revenue in its first two years which is being reinvested into supporting the implementation of sustainable transport improvements, namely the Station redevelopment, two more lines of the NET tram and the conversion of the Linkbus network to electric.

Building a better connected transport system

Delivering a world-class integrated transport network

For over 10 years Nottingham has been working towards achieving one shared objective: providing a high quality, integrated, attractive and affordable public transport system. Our successful public transport network now carries 55 million passengers a year. Since 2003 the number passengers has increased 14% and unlike most other English cities Nottingham has experienced a renaissance in bus use reflecting the high standards of quality.

Nottingham's NET tram network is made up of Line One and Phase Two. 10 years after Line One was introduced, Nottingham's tram system is set to deliver a 32km network. Since Line One opened in March 2004 it has been heralded as the most successful light rail project in the country, carrying 10 million passengers annually and satisfaction with the system has held steady above 90%. Construction of Phase Two (the collective name for two more lines) commenced in January 2011 with new lines opening in late 2014. Phase Two will connect the areas of Clifton and Chilwell to the south and south-west of the city with key destinations such as the Queens Medical Centre hospital, Nottingham University, NG2 business park and city centre via the Station. Once open, 30% of the Greater Nottingham population will be within 800m of a tram stop. The tram system will provide significant benefits to the local economy through congestion reduction impacts, improved accessibility and is also providing local employment opportunities in the construction sector – the tram company filled 140 vacancies through the Council's Employer Hub.

Work on the £60million **Station redevelopment** is underway to modernise and develop the station into an integrated transport hub. High quality interchange will be provided for trains, trams, and bus and taxi services. With upgraded passenger facilities and new retail space within the Station, it will become a deserving entrance into the city. The Station will act as a catalyst for the regeneration of the Eastside and Southside areas of the city for mixed use development and create many new employment opportunities.



Transforming local bus services: Nottingham leads the way with operating buses in a sustainable way. We are the only city in the UK which has operated ethanol buses and last year saw the introduction of the city's first fully electric buses on the free Centrelink service. Nottingham's Linkbus electric fleet will be the largest in the county with over 40 electric buses now on order, complete with a network of fast charging points across the City for all operators to use. Investment in our smartcard systems and improvements to ten premium bus corridors is underway enhancing the customer experience through bus priority, traffic management, signalling and bus lane enforcement measures and improved waiting facilities e.g. real time electronic displays, smartcard validators, CCTV and lighting at stops.



New deal for growth

New powers and funding to create jobs, boost skills and drive economic growth

Nottingham has placed itself in a strong position to grow its local economy and the City Deal is an important way to release the city's potential. Nottingham's Deal is pumping £60 million into the local economy providing resources for the successful implementation of the Nottingham Growth Plan and catalyst for change. Investment is focused on the city's flagship Creative Quarter - many of Nottingham's emerging growth sector businesses are already located in the area and it is where new businesses will be encouraged to locate.

The consideration of sustainable transport as part of future developments is an area Nottingham excels at through our integrated transport and land use planning approach. The city is borrowing £8million against further business rates income to deliver a programme of improvements to the highway and public realm to improve access and infrastructure to the Creative Quarter which aims to help support economic growth in the eastern side of the city centre encompassing the Lace Market, Hockley, Sneinton Market and the Island Site benefiting existing and start up businesses in the vicinity. Improvements to the quality and function of the urban environment whilst also providing the necessary pedestrian and cycling facilities will bring wider development gains.

Innovative solutions for encouraging behaviour change

Trying to encourage people to switch their travel behaviour to sustainable modes is vital to achieving our transport objectives of supporting economic growth, reducing carbon emissions and improving health.

One card, multiple functions



To offer more travel choice and flexibility to customers and encourage more sustainable travel, an all in one multi-functional **integrated 'Citycard'** was introduced in 2006 and now has over 400,000 cards in circulation. Uniquely the Citycard integrates the functions of a travel card, library card, with access to leisure facilities as well as retail discount offers. The Citycard system is ITSO

compliant with local bus operators ITSO smart by September 2013. Other planned developments include ePurse functionality and a retail network with online payment facilities, ticket vending machines/kiosks along tram platforms and at 500 key bus stops will support flexible and efficient integrated public transport journeys. The Citycard is

already demonstrating a high degree of modal shift (increase of 3% in public transport share) whilst bus dwell times at stops has reduced from 28% to 21% due to a number of factors including speeded up boarding times. To date over 23,000 passes (across all variants) have been sold, equivalent to 2.2 million days of travel.

We are working to offer **public transport incentives to our young people and long term unemployed**. City school children and 16-19 year old college students are benefiting with free Kangaroo travel days for the academic year. This scheme was jointly funded with the participating FE establishments in Nottingham enabling over 2,500 local young people to access education and training opportunities. A Job Seeker Trial is underway to offer Kangaroo Citycard travel incentives and free Citycard Cycle Hire to 5,000 long-term unemployed individuals identified through Job Centre Plus.

In order to grow sustainable transport mode share we have been investing in **improving integration between cycle, rail and local bus and tram services**. 12 Citycard cycle hubs have been introduced at all P&R sites, bus and rail stations and key points across the city centre. Citycard holders can access these secure own bike parking facilities for free if they use a Citycard. A Citycard Cycle Hire scheme with 300 bikes and docking stations is in development providing an integrated solution that promotes sustainable travel for residents, commuters and tourists.



Changing gear

In 2012 we kick-started a **new way of engaging with local people**, community groups and businesses to promote the travel options available and also to deliver a funded programme of local services identified by local communities. A network of five Community Smarter Travel Hubs are being established operating at the local level enabling dedicated Travel Coordinators to directly engage with communities to respond to barriers to travel and providing advice on smarter choices, e.g. how to save money on travel, save time, get healthy, learn new skills including volunteering opportunities and gain employment. This project is a joint venture with Nottingham City Public Health part funding the Travel Coordinator posts.

Nottingham has ambitious plans to double our current cycling levels. Since 2009 the Ucycle project has been **promoting active travel to the 60,000 young adults** aged 18 – 25 and operates the largest bike hire scheme of its kind with over 400 bikes loaned to students and staff at the Universities, NHS Hospitals Trust and has recently been expanded to three FE institutions.

So why is Nottingham special?

Nottingham has consistently out performed cities of a similar size – the level of transport investment, performance and satisfaction amongst citizens and businesses gives us that confidence.

Our successes attributed to brave decision making and collaboratively working with our project and political partners is creating new opportunities. Now we are preparing for the future. Our clear transport vision will help Nottingham reinforce its position as a leader in sustainable transport and support the economic growth of the city: essential for improving quality of life, as more and more people travel on buses, trams, trains and walk and cycle to get to their places of study or work.

Don't just take our word for it....

- Joint highest satisfaction amongst residents for local bus services - Bus Passenger Focus Survey 2012
- Highest satisfaction amongst residents for value for money – Bus Passenger Focus Survey 2012
- Top 3 Least Car Dependent City of all major English Cities – Campaign for Better Transport 2012
- Top resident satisfaction for highways and transport provision – National Highways and Transport Survey 2012
- Local Transport Authority & City of the Year - National Transport Awards 2012
- Project of the Year for Statutory Quality Bus Partnership Scheme – UK Bus Awards 2012