
DARLINGTON: A TOWN ON THE MOVE

**Responsible Cabinet Member(s) - Councillor Nick Wallis,
Highways and Transport Portfolio**

Responsible Director(s) - John Buxton, Director of Development and Environment

Purpose of Report

1. To update Members on the proposed revenue expenditure during 2004/09 associated with Darlington – A Town on the Move, which is funded by the Department for Transport through the Sustainable Travel Demonstration Town initiative.
2. The Council has been allocated £3.24 million by the Department for Transport in revenue funding to support the delivery initiatives outlined in its bid proposal. The funding is currently scheduled for allocation as follows: -
 - (a) 2004/05 - £400,000
 - (b) 2005/06 - £810,000
 - (c) 2006/07 - £782,000
 - (d) 2007/08 - £794,000
 - (e) 2008/09 - £454,000.

Information and Analysis

3. Cabinet approved proposals for the initial steps required to deliver the ‘A Town on the Move’ project on 13 July 2004. Progress since that time:
 - (a) Following a competitive tendering process Sustrans/Social Data have been appointed to undertake the baseline research, during the period September – December 2004. Headline data from this research will be available by late January followed by a detailed report at the end of February 2005.
 - (b) A Project Director, Project Co-ordinator and School Travel Plan Officer have been appointed.
 - (c) Following discussion with the Department for Transport and Officers at the other Sustainable Travel Demonstration towns (Peterborough and Worcester) it is proposed that the appointment of a contractor for the ongoing travel behaviour research be deferred until May/June 2005.
 - (d) The Sustainable Transport Summit is provisionally scheduled for March 2005. The date to be confirmed with the Department for Transport.

4. A key part of the Council's project planning for 'A Town on the Move' is that specific sustainable travel initiatives should be evidence based, that they will be carefully monitored and reviewed and that an exit strategy should have been identified prior to their introduction.
5. It is proposed that an advisory body, the 'A Town on the Move – Reference Group', made up of representatives from the Council (officers and elected members including an Environment Scrutiny Committee representative), Darlington Partnership, the Department for Transport and a range of public and private sector partners helps facilitate project planning, and that proposed initiatives are debated at this forum. Proposed terms of reference and membership of this group are **attached** with this report.
6. Notwithstanding the intention to ensure that 'A Town on the Move' initiatives are based upon evidence gathered from the baseline travel behaviour research, it is important that work on delivering a number of initiatives moves forward prior to the completion of the report on travel behaviour. Reasons for this are the need to 'gear up' complex programmes of work and maximise the available grant for the current financial year, 2004/5.
7. The next steps required to deliver the 'A Town on the Move' project are:
 - (a) to appoint a contractor to undertake a town wide programme of individualised travel marketing over years 2-4 , starting in April/May 2005.
A central element of Darlington's successful bid and viewed as a essential part of the sustainable travel demonstration town project by the Department for Transport this programme of work will give every household in the town the opportunity to receive personalised travel information and incentives to walk ,cycle or use public transport.

Subject to the steps outlined in paragraphs 4 & 5 to introduce a number of initiatives, detailed in the Council's bid for the sustainable travel town demonstration project are proposed. These include:

- (b) cycle training for school children and adults
- (c) pedestrian training for school children
- (d) an audit of cycle and pedestrian infrastructure
- (e) a joint initiative with a bus operator to upgrade a key bus service.
- (f) improved maintenance regime and information provision at bus stops.
- (g) an extension of the concessionary fares scheme to include all children aged 16 or under.
- (h) further development of the Liftshare scheme, working with key employers in the town.

Costs

8. The budget for the work outlined above is as follows: -
 - (a) £905,000 (yrs 2-4)
 - (b) £15,000 (yr 1)
 - (c) £4,000 (yr 1)
 - (d) £10,000 (yr1)
 - (e) £200,000 (yrs 1-2)
 - (f) £36,000 (yrs 1-2)

- (g) £11,000
- (h) £5,000

9. This equates to a total spend, including the £549,000 expenditure detailed in the 13th July Cabinet report of £1,735,000 (ie well within the allocated total budget). This will all be totally funded by the Department for Transport grant.

Review of project initiatives

10. It is our intention that throughout the lifetime of the project we regularly review the effectiveness of specific initiatives in achieving the desired outcomes of the 'A Town on the Move' project, and where necessary propose changes to the project programme. Any significant changes to the initiatives listed under point 4 will be reported to Cabinet.
11. Darlington's 'A Town On The Move' proposal is supported by a wide range of organisations, community groups and individuals.

Outcome of Consultation

12. Consultation on the next steps an general overview of the proposal is being carried out with various stakeholders through a Reference Group. The opinions of various fora including Transport Forum are also being sought on a regular basis.

Legal Implications

13. This report has been considered by the Borough Solicitor for legal implications in accordance with the Council's approved procedures. There are no issues which the Borough Solicitor considers need to be brought to the specific attention of Members, other than those highlighted in the report.

Section 17 of the Crime and Disorder Act 1998

14. The contents of this report have been considered in the context of the requirements placed on the Council by Section 17 of the Crime and Disorder Act 1998, namely, the duty on the Council to exercise its functions with due regard to the likely effect of the exercise of those functions on, and the need to do all that it reasonably can to prevent, crime and disorder in its area. It is not considered that the contents of this report have any such effect.

Council Policy Framework

15. The issues contained within this report do not represent change to Council policy or the Council's policy framework

Decision Deadline

16. For the purpose of the 'call-in' procedure this does not represent an urgent matter. It is proposed that Environment Scrutiny Committee consider the programme of actions once the baseline research has been completed.

Key Decisions

17. This is a Key Decision as this will have an impact on residents and businesses throughout Darlington.

Recommendations

18. It is recommended that:-

- (a) Cabinet agrees that the proposed 'A Town on the Move – Reference Group' as detailed in this report and the **attached** papers.
- (b) That Cabinet agrees to expenditure of £905,000 on individualised travel marketing.
- (c) Subject to evaluation of the individual initiatives by the Reference Group, that Cabinet agrees to expenditure of £400,000 in 2004/5 and £430,000 in subsequent years on other initiatives set out in this and previous reports, or similar initiatives which meet the objectives of the Sustainable Travel Town funding.

Reasons

19. The recommendations are supported by the following reasons: -

- (a) To enable the procurement of the individualised travel planning and initial project outputs to occur within the timescale set by the Department for Transport.
- (b) To enable Officers to proceed with a range of initiatives to promote sustainable travel, as detailed in Darlington's bid to be a Sustainable Travel Town.
- (c) To enable the Council to maximise the amount of external funding available to help residents of the Borough.

John Buxton
Director of Development and Environment

Background Papers

- (i) 'A Sustainable Travel Demonstration Town' report of Director of Development and Environment to Cabinet 13 July 2004.
- (ii) A Town on the Move – Reference Group, Terms of reference and proposed membership.

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A TOWN ON THE MOVE

REFERENCE GROUP

Purpose

To advise and support the Project Team on the delivery of the 'A Town on the Move' project.

To help spread the sustainable travel message to a wide audience of stakeholders and to help engage that audience in steering the project.

Relationships

The Steering Group would be the body providing regular partnership direction to 'A Town on the Move'. It will therefore effectively act on behalf of and report back to:

- Darlington Partnership's Economy and Environment Sub Group, and
- Darlington Transport Forum

Specific Tasks

To advise on the selection of specific schemes/actions and ensure they:

- contribute to meeting the outcome targets for 'A Town on the Move';
- have well defined arrangements for before and after monitoring of outputs from the scheme;
- are 'evidence-based': reflecting both known best practice and research about Darlington;
- have a clear exit strategy, not leaving unplanned costs for the Council or partners;
- represent good value for money.

To keep under review the performance of individual schemes/actions and the whole programme, and recommend corrective action as required.

Frequency of Meetings

Quarterly initially, starting September/October 2004. Possibly every six months eventually (with 'virtual meetings' by e-mail as required to sign off new schemes/actions)

Membership

The Steering Group needs to have balanced representation across the following groups of categories:

1.
 - Public Sector
 - Private Sector
 - Community and Voluntary Sectors

2.
 - Funders and organisers of 'A Town on the Move'
 - Transport providers and transport interests
 - Travel generators
 - Transport users
 - External transport experts

3.
 - Darlington Transport Forum Members
 - Darlington Partnership (Economy and Environment Group) Members
 - Other partners (e.g. related health issues or to spread learning)

The attached table illustrates how the suggested membership meets these balances.

Chair

Independent private sector chair suggested, possibly chair of Darlington Partnership Economy & Environment Group.

RHA/BB
22 July 2004
AMENDED 6/9/04 (OW)

Suggested list of members to be invited to join reference group.

Organisation	Name	Public	Private	Community/ Voluntary	Funder/ Organiser	Transport Provider/ Interest	Travel Generator	Transport User	External Expert	Transport Forum	Darlington Partnership	Other Partners
Darlington Partnership: Economy & Environment Group Chair	Mike Airey (Barclays Bank)		✓								✓	
Darlington Partnership: Community Partnerships Representative	To be confirmed			✓				✓			✓	
Department for Transport	Jeremy Kettley	✓			✓							
Government Office North East	Penny Marshall	✓			✓				✓			
Darlington Borough Council: Transport Cabinet Member	Councillor Nick Wallis	✓			✓					✓		
Darlington Borough Council: Environment Scrutiny Member	Councillor Jim Ruck	✓						✓		✓		
Darlington Primary Care Trust	Colin Morris / Paul Davison	✓										✓
Acute Health Trust	Kevin Oxley County Durham and Darlington Acute Hospitals NHS Trust	✓					✓					✓
Arriva North East Ltd Commercial Director	Liz Esnouf		✓			✓				✓		
Darlington Cycle Forum	Hugh Jackson (Chair)			✓		✓		✓		?		
Darlington Association on Disability	Gordon Pybus			✓				✓		✓		
NorthEast Chamber of Commerce	To be identified		✓				✓				✓	
School	Abbey Infants / Dodmire Infants	(✓)		(✓)			✓					
Orange, Capita or Marchday	To be confirmed		✓				✓					
Parish Councils	Middleton St George	✓						✓			✓	
National Expert	e.g. Lynn Sloman / Stephen Joseph			✓				✓	✓			✓

	(Transport 2000)											
Northern Echo	Peter Barron, Editor		✓								✓	✓

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