

LIVERPOOL CITY REGION COMBINED AUTHORITY

To: The Chair and Members of the Transport Committee

Meeting: 18 July 2019

Authority/Authorities Affected: All

EXEMPT/CONFIDENTIAL ITEM: No

REPORT OF MERSEYTRAVEL

LIVERPOOL CITY REGION CYCLING AND WALKING TO WORK FUND PROGRAMME

1. PURPOSE OF REPORT

The purpose of the report is to provide a summary of the key impacts of the Liverpool City Region (LCR) Cycling and Walking to Work Fund (CWWF) programme and to highlight the key issues identified for consideration in any future funding for programmes of this nature.

2. RECOMMENDATIONS

2.1. It is recommended that the Liverpool City Region Transport Committee:

(a) Note the contents of the report.

3. BACKGROUND

3.1 In February 2017, the LCR was awarded funding as part of a new pilot Cycling and Walking to Work Fund to support projects that connect jobseekers with employment and apprenticeships, through cycling and walking. The pilot fund was designed to build on existing schemes that promoted local economic growth and improved employment opportunities.

3.2 The Cycling and Walking to Work pilot programme in the LCR was initially awarded a budget of £770,000 by the Department for Transport. In December 2017, an additional £320,000 was awarded to the LCR programme, taking the overall budget to £1,090,000. The pilot programme finished on 31 December 2018. However, it was agreed with the Department for Transport, that the CWWF programme timescales be extended until the end of March 2019 to gather information from scheme participants on the wider impacts of the programme on those it was designed to assist.

The CWWF Programme

3.3 The overall objectives of the LCR Cycling and Walking to Fund Programme were to:-

- Support local economic growth through improving access to job opportunities through sustainable travel.
- Embed sustainable transport as part of an overall responsible business strategy for employers across the city region.
- Support measures that increase the number of shorter journeys made by walking and cycling as part of the delivery of the LCR Local Journeys Strategy
- Support the creation of a city region where people want to invest, live, work and visit.

3.4 To support the delivery of the objectives of the CWWF programme, a number of schemes were established. These included:-

- Delivering Business Skills/Jobs in the Transport Sector
- Smarter Choices programme
- Customer research
- Walking and Cycling Training Hubs
- Supporting Access to Employment
- Cycling and Walking Business Support

3.5 Merseytravel, on behalf of the Liverpool City Region, commissioned suitable suppliers to deliver the CWWF programme. A summary of the programme is included in appendix 1 (attached).

CWWF Programme Results

3.6 The evaluation of the CWWF programme has now been completed and a summary of the key headlines and main issues identified are presented here. A series of separate reports are available which will provide a greater level of detail on individual schemes delivered as part of the overall programme.

3.7 The CWWF was fully delivered by the end of December 2018 and achieved a 90% spend across the programme. There is currently an underspend of £14,000 and discussions with the Department for Transport on potentially using the remaining funding to support the development of the Local Cycling and Walking Infrastructure Plan are anticipated to have a positive outcome.

3.8 The evaluation of the CWWF programme shows that:-

- 244 of the 300 participants who were issued with Walrus cards reported still being in employment which is **81% of participants still in employment (September 2018)**. This subsequently dropped to 67% by the end of March 2019.
- The walking and cycling training hubs engaged with 3036 people and secured 266 project participants. Of the 266 people assisted through the walking and cycling training hubs, a **52% retention rate of remaining in employment** after 13 weeks (137 people). **41% of those assisted have integrated walking or cycling into everyday** travel (109 people).
- Despite funding from central government coming to an end, Knowsley Council, through the Public Health Team, **has provided funding to**

continue the activity delivered through the Knowsley hub as an invest to save model for the Council.

- Through the Cycle Instructor Training delivered by BikeRight!, **4 out of 11 participants found part time employment as a direct consequence of completing the course.**
- Through the Cycle Mechanic Training also delivered by BikeRight!, **5 out of 15 people found direct full time employment as a consequence of completing the course.**
- Walk to Work Package – 241 people across 14 employment sites where engaged in the programme. **43% of those who participated have continued to walk for journeys to work.**
- Business Support Officers – 43 businesses supported, reaching 603 individual employees. **64% of businesses have seen an increase in staff cycling and walking.**
- DWP reported that the project has led to the national team considering making policy changes to make improvements to the way active travel is promoted to all DWP nationally.
- Development of an advanced cycling risk prediction model to enable a warning system on accident consequence under hazardous circumstances. This could further be developed into an app to warn cyclists of impending risks but it will also allow the LCR to develop solutions under education, engineering and enforcement to help target resources where they are needed the most. It is also anticipated that the model can be rolled out across walking journeys and other modes as well.
- Development of a new behaviour change campaign – **Arrive Happy**, to support ongoing cycling and walking activity.

3.9 The evaluation of the CWWF programme has concluded that overall the programme was hugely successful. However, it does highlight a number of issues which impacted on the programme delivery and it is strongly recommended that these are taken into consideration for any future programme delivery:-

- Merseytravel delivered the CWWF programme on behalf of the LCR and Merseytravel's commitment to the programme was highly lauded and its management of the contracts drew universal praise from CWWF scheme providers.
- Whilst the programme has delivered above expectations in a number of areas, particularly engagement with project participants and participation in formal training the main weakness of the project was the lack of coordination and communication between the individual projects. It is suggested that for any future programmes of this nature, stronger emphasis needs to be put on coordination and programme management. One suggestion from the programme evaluation is that local partners give consideration to a more centralised approach to programme delivery.

4. RESOURCE IMPLICATIONS

4.1. Financial

The CWWF programme was fully funded through a grant from the Department for Transport.

4.2. Human Resources

No issues.

4.3. Physical Assets

No issues

4.4. Information Technology

No issues.

5. RISKS AND MITIGATION

- 5.1. The CWWF programme has now been fully delivered and there are therefore no risks associated with this report.

6. EQUALITY AND DIVERSITY IMPLICATIONS

- 6.1 No issues.

7. PRIVACY IMPLICATIONS

- 7.1 There are no privacy implications arising from this report.

8. COMMUNICATION ISSUES

- 8.1 As part of the CWWF programme, the Arrive Happy behaviour campaign was specifically created to be a channel through which all future communications on cycling and walking would be disseminated. This has subsequently been further developed through the creation of the Arrive Happy Facebook page and Twitter account.

9. CONCLUSION

The CWWF programme can rightly be regarded as being a success for the LCR and clearly demonstrates the benefits of investing in programmes to support more people to cycle and walk more, in particular for shorter journeys. The evaluation has however highlighted the potential requirement for resources to be more focused/centralised in terms of coordination and programme management.

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Appendix 1
LCR Cycling and Walking to Work Programme Summary Table