

Decision maker:	Cabinet member transport and roads
Decision date:	10 July 2017
Title of report:	DfT Access Fund – Destination Hereford phase 3 (DH3)
Report by:	Energy & environmental management team leader

Classification

Open

Key decision

This is a key decision because it is likely to result in the council incurring expenditure which is, or the making of savings which are, significant having regard to the council's budget for the service or function to which the decision relates and because it is likely to be significant in terms of its effect on communities living or working in an area comprising one or more wards in the county.

Notice has been served in accordance with Part 3, Section 9 (Publicity in Connection with Key Decisions) of the Local Authorities (Executive Arrangements) (Meetings and Access to Information) (England) Regulations 2012

Wards affected

All

Purpose

To seek approval to accept £1.5m from the Department for Transport to deliver a three year programme of walking and cycling promotions across the county between 2017/18 – 2019/2020.

Recommendation(s)

THAT:

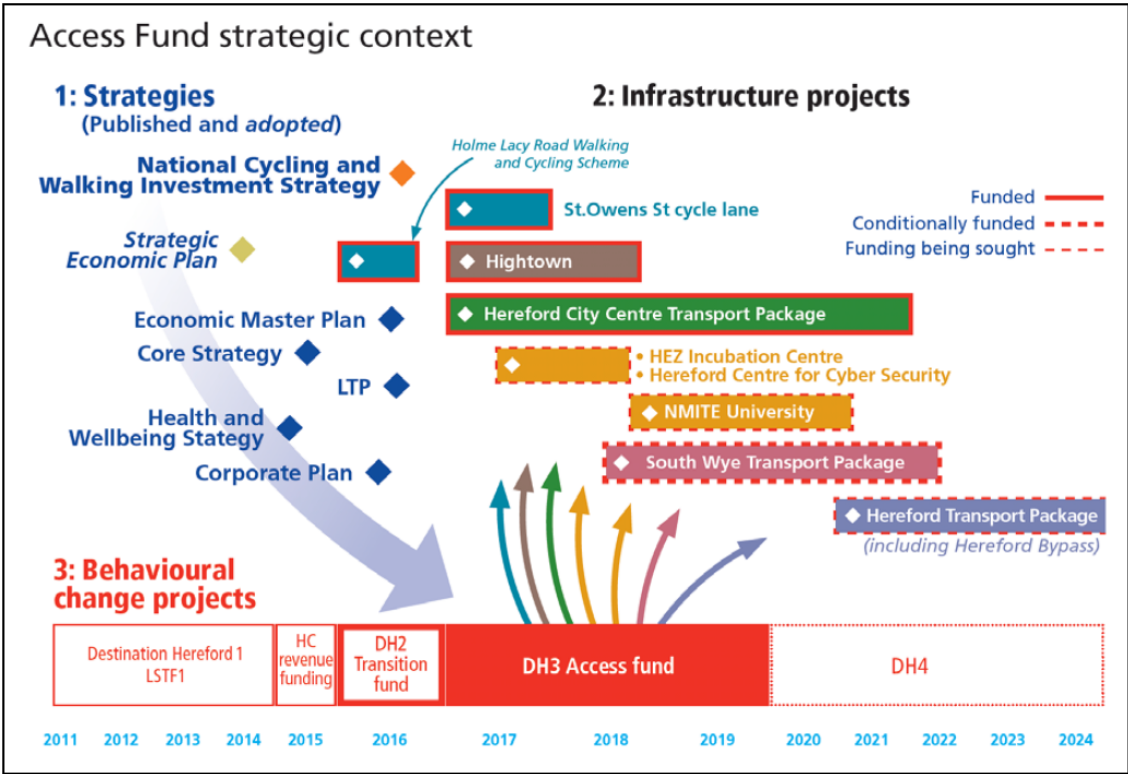
- (a) To accept grant funding of £1.5m from the Department of Transport and;**
- (b) To procure the project and implement it as set out in the report.**

Alternative options

- 1 Not to accept the funds and not to proceed.
 - The council is currently delivering ‘Destination Hereford Phase 2’ (DH2), which is funded through the preceding, successful DfT Transition Fund. If the council chooses not to proceed the allocated funds would not be drawn down, the DH3 project would not be undertaken and the existing DH2 project would terminate in April 2017.
 - Not proceeding would result in a missed opportunity to significantly improve and upscale existing walking and cycling promotions across the county. These activities are in line with the council’s policies within the draft Local Transport Plan and the complementary measures within the Hereford Transport Packages.

Reasons for recommendations

- 2 Between 2011/12 and 2014/15 Herefordshire Council delivered the DfT funded Destination Hereford (DH1) project which successfully delivered behavioural change and modal shift from car use to sustainable transport alternatives.
- 3 The council was unsuccessful at securing an extension to Destination Hereford for the period 2014/15 which placed pressures on the council’s revenue budgets in order to continue a reduced project.
- 4 In June 2016 the council successfully secured £419k to deliver Destination Hereford Phase 2 (DH2) under the preceding DfT Transition Fund which is currently live and runs until 31st March 2017. DH2 was developed in conjunction with early planning for the Access Fund and is intended to act as the springboard into a longer term DH3 project.



Further information on the subject of this report is available from Ben Boswell, Energy & Environmental Management Team Leader on Tel (01432) 261930

- 5 The infographic above illustrates the strategic fit between the council's strategies, key infrastructure projects and behavioural change projects which this would support and accelerate. Securing these funds will contribute to delivery of the behavioural change projects required to compliment the key infrastructure projects.
- 6 The main objectives of the project are to increase levels of walking and cycling, support access to jobs and education, addressing health and wellbeing and reduce CO2 emissions all of which are corporate priorities.

Key considerations

Background

- 7 The main DfT objectives for the Access Fund are supporting local sustainable growth, improving active access to jobs, skills, training and education and reducing CO2 emissions.

Proposed Project

- 8 The proposed project 'Destination Hereford phase 3' builds on the successes of the previous Destination Hereford 1 and 2 projects, and has been designed to compliment the Hereford Transport Strategy.
- 9 The below diagram illustrates each project element under the successful Choose How You Move brand and also how existing capital projects compliment these activates.

Destination Hereford 3 Elements



- 10 The full application detailing each project element is attached as appendix 1.

Community impact

- 11 Increased levels of physical activity and improved access to education and employment through walking and cycling will have a positive impact on public health, well being and the local economy.
- 12 Modal shift from car use to sustainable transport alternatives will have a positive impact on air quality and CO2 emissions in addition to seeking to reduce congestion levels in Hereford City.

Equality duty

- 13 An equality impact assessment was undertaken on the proposed activity and is attached as appendix 2 to this report.

Financial implications

- 14 The total project value is £1.82m which will be funded through the £1.5m from the DfT and £320,733 of in-kind match funding from existing budgets. Additionally the existing £50,000 LTP capital budget will be used to complement and support this project.
- 15 The cost breakdown for each project element is detailed on pages 14 and 15 of the full application – appendix 1.

Legal implications

- 16 All commissioning and procurement for this project will be undertaken in line with the council's contract procedure rules, with support from the Commercial Team.

Risk management

- 17 Whilst led by the Energy & Environmental Management Team, the Delegated Grants team will be providing support on governance and compliance.
- 18 Project risks and governance have been identified and are detailed within sections B7 and B6 respectively of the application form attached as appendix 1.
- 19 Not proceeding with this project will increase the risk of not delivering on the sustainable transport policies within the Local Transport Plan.

Consultees

- 20 Letters of support have been received from:
- Marches Local Enterprise Partnership
 - New Model in Technology & Engineering, NMiTE
 - Hereford Enterprise Zone
 - Business Futures Forum
 - Sustrans
 - Hereford BID
 - The views of Members and Group Leaders have been sought and no comments have been received

Appendices

- Appendix 1 – Herefordshire Council Access Fund Application – Destination Hereford Phase 3
- Appendix 2 – Equality Impact Assessment (DH3)

Background papers

None identified