Section 1. Context

1. How does your proposal demonstrate delivery of the 2050 Ambition?

This proposal contributes to 2050 ambitions by increasing the number of people choosing active and sustainable travel modes and reducing car usage. This has a number of outcomes including positive impacts on traffic congestion and associated improvements to the economy and air quality, improved community cohesion, and increased levels of physical activity leading to better health outcomes. The proposal seeks to deliver a wide range of outcomes through identifying barriers and building on people’s individual ambitions and priorities in order to effect long term behaviour change within their everyday travel choices.

2. What evidence have you got that this approach will deliver of the outcome?

Active travel planning is a well-recognised and established tool for reducing car journeys and encouraging travel by non-car modes of transport. Its use is supported by existing local and national policies and it has a good track record of successfully delivering positive change in travel modes. The current ForwardMotion travel behavioural change Programme is tasked to deliver a 6% modal shift across South Essex and figures at the end of Year 2 indicate a modal shift of 8% has already been achieved. There is also good research evidence that its use can improve health outcomes\(^1\). Travel planning is currently being provided for working age adults in Southend although funding for this ends in 2020. While there is scope for improvement Southend has significant existing infrastructure for facilitating non-car modes of transport.

3. What are the measures of impact, success and how will you embed learning?

Take up of individual and organisational active travel planning services and services that support travel interventions will be measured as well as modal shift. The existing ForwardMotion programme has an extensive monitoring and evaluation process which will continue to be adopted in house.

Section 2. Aims, Objectives & Collaboration

4. What are the key aims and objectives of the proposal?

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\(^1\) Falconer, Leary, Page et al. (2015). Journal of Transport and Health

\(^2\) Cooper, Page, Foster et al. (2003). American Journal of Preventative Medicine
Coordinate and promote active travel interventions and services through behaviour change and communications campaigns under the established ForwardMotion brand. Offer travel advice and services that encourage people to make active travel choices and provide skills support that enables them to do so, such as Adult Cycle Training, Children's Bikeability, Personalised Travel Planning, Walking initiatives. Use the ForwardMotion brand platform as a tool to promote services as well as a platform from which to leverage additional external funding for delivery of services and interventions. Dovetail with other proposals that provide active travel planning services and that seek to support businesses, communities and individuals to choose active travel as a way of accessing education and employment, combatting low physical activity levels and associated health issues, tackling air quality and sustainability and promoting sustainable transport modes.

5. Who else have you involved in discussions and how have the helped to shape the proposal?

Outcome leads have been engaged from across all areas where links to ForwardMotion and active travel have been identified:

<table>
<thead>
<tr>
<th>Safe &amp; Well</th>
<th>Green City</th>
<th>Elizabeth Georgeou &amp; Andrew Barnes</th>
<th>Support the Forward Motion and behavioural change programme</th>
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<tbody>
<tr>
<td>Active &amp; Involved</td>
<td>Active Lifecycle</td>
<td>Lee Watson &amp; Claire Victory</td>
<td>Environment That Enables Walking &amp; Cycling</td>
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<tr>
<td>Opportunity &amp; Prosperity</td>
<td>Thriving Town Centre</td>
<td>Peter Geraghty &amp; Bridgette Cowley</td>
<td>Wayfinding &amp; Signage Strategy</td>
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<td>Connected &amp; Smart</td>
<td>Wide Transport Choice</td>
<td>Kevin Waters &amp; Ian Diley</td>
<td>Explore integrated travel card</td>
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<td>Additional Cycle Infrastructure</td>
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<td>Implementation of Travel Planning Measures</td>
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<td>Smart, Clean, Green Travel</td>
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<td>Neil Hoskins &amp; Mark Churchill</td>
<td>Sustainable Transport Strategies</td>
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<td>Integrated Travel Card</td>
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<td>Expand No of Air Quality Monitors</td>
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6. What are the links and dependencies with the other outcome proposals?

The proposal was recommended for merge. However, on exploring links across 2050 outcomes it has become clear that the impact of an active travel focused behavioural change programme would contribute to such a wide range of other outcomes that the proposal could merge with multiple other proposals. Therefore it is recommended that the proposal should be stand alone with an acknowledgement that it’s purpose will cross the other themes and outcomes as detailed above.

There are particular links to the two other transport outcomes in Connected and Smart (Getting into and around the borough and smart, clean and green travel). Other outcomes where there are levels of linkage include Safe and Well (Borough feels safe and secure; Southenders remain well enough to have fulfilling lives; protecting and improving the quality of life for the most vulnerable; and we act as a green city); Active and Involved (Community connection; co-design, co-creation, co-production; active lifestyles); and Opportunity and Prosperity (Children and adult skills ready). Although there are no absolute dependencies on other outcomes this piece of work will be about ensuring the ForwardMotion behavioural change
The Financial Business case provided allows for the employment of 2 officers to drive the travel behaviour change campaign. It is envisaged that this team will leverage external funding, figures as yet unidentified, for specific and targeted interventions. The Major Projects and Strategic Transport Policy team has a track record of leveraging eternal funding including the current DfT funding of £3.3 million for ForwardMotion. The team is currently actively pursuing external funding for travel interventions programme post 2020 in Southend and across South Essex. It is also noted that several other 2050 proposals refer to ForwardMotion as a way of delivering outcomes and so budgets across departments can be earmarked where they are delivering outcomes through active and sustainable travel.

7. Who are the partners (or potential partners) and how to you envisage their role(s) in collaborating to delivering the proposal to achieve the outcome?

All the themes and proposals in question 5 have identified ForwardMotion as having a role to play in delivering their outcomes. This proposal would sit in the Major Projects and Strategic Transport Policy team where expertise on active and sustainable travel behaviour change began with the award winning Ideas in Motion campaign from 2011 (winners MJ Behaviour Change award 2014) and has grown into the sub regional ForwardMotion travel behaviour change programme led by Southend on Sea Borough Council. This behaviour change team will support across all departments where behavioural change is sought through enabling active and sustainable travel choices.

8. What potential challenges do you anticipate in respect of a) implementing this proposal, b) caused by this proposal once implemented?

The existing ForwardMotion programme is funded by the DfT to deliver across South Essex. This funding ends at the end of March 2020. This proposal seeks to work only in Southend and whilst Southend in the accountable authority it would be wise to negotiate the legacy of ForwardMotion Thurrock and Essex who may also wish to continue using the behavioural change principles and branding developed under ForwardMotion.

Resourcing this initiative would require funding two posts. Inevitably this is a budgetary challenge. However, by establishing a core behaviour change programme the Council would be in a good position to leverage additional external funding to support travel interventions such as cycle training and travel planning.

Section 3. Social Value

9. How could the proposal deliver social value - in terms of the local community, businesses, economy and environment and what will the specific impact and benefits be?

Beyond positive effects on vehicular congestion and traffic, broader impacts of active and sustainable travel include increased neighbourhood cohesion, improved air quality and greater levels of physical activity.

10. What is the perceived impact the proposal will have on groups with ‘protected characteristics’?

This proposal would support groups with protected characteristics, as it will make them more aware of the transport options available to them and offer support to people to make behavioural changes meaningful to them and that respond to their particular needs, thereby encouraging greater embedding of behaviour change. Groups with protected characteristics related to age and disability are particularly likely to benefit, but it is also likely to apply more widely to other protected characteristics.

11. What is the proposal’s potential direct or indirect impact on the wider community?
The proposal will enable communities to make active and sustainable travel choices in order to access work or training, increase physical activity and promote neighbourhood cohesion. The positive impacts on the wider community are significant in terms of air quality, public health, community well-being and prosperity.