

# Northamptonshire Strategic Economic Plan

## Schemes for inclusion

Scheme Name: Smart Commuting

Contact for Scheme:



Type of Scheme: Technology Solutions – innovative solutions and incentives using new technology to provide transport information to Northamptonshire Residents

Description of Scheme: Utilise the latest technology and applications to provide better and more accessible information, for example via variable messaging, and other platforms, which also promotes attraction and events to motorists and visitors, as well as smart ticketing, incentives to reduce congestion, infrastructure to support low emission vehicles, and other measures.

The scheme will bring together a suite of existing and new sustainable transport initiatives as outlined below and combine these with existing real time information and other highways information to provide a comprehensive information portal.

Sustainable transport initiatives and projects under the umbrella of the scheme:

### Access to Education

Sustrans LSTF thematic partnership project (Project KEEP)

Residents, employees, students in the Kingsthorpe corridor and extended in 15/16 to the Northampton Enterprise Zone. Focus on NEETS 18-24 yrs in 15/16

### S'TRAVEL Smartphone app

Sustainable travel web and smartphone app encouraging and rewarding sustainable travel choices

### Marketing and Promotions of Sustainable Transport

General Website/Social Media general promotion

### Walking Promotions Using Social and Web Media

Promoting New infrastructure

### Cycling Promotions Using Social and Web Media

Promoting New infrastructure

### Travel Plans Promotions Using Social and Web Media

Travel Plan Guidance notes /template update

Sustainable Travel Choices    Promotions Using Social and Web Media  
Personalised Travel Planning  
Work with Businesses and Schools

Promotion of Bus/Walking/Cycling/ Car Share  
Liftshare managed service

QA & Monitoring Travel Plans  
Borough and District Council Liaison on Travel Plans

I Trace - Surveys & Monitoring  
Travel Plan Monitoring  
Modal Shift

Planning Applications – Advice on Travel plans targets and initiatives and supporting marketing materials

- Electronic online form for Travel Plan submissions
- Provision of Travel Plan Advice
- Travel Plans For Developments
- Travel Plan Advice to Employers
- Travel Plan Advice to Schools

Sale of Travel Plan/Centre Services  
Develop Sales Packages for Travel Plans  
Develop Sales Packages for Travel Centres  
Delivery of Travel Centres    On Site Travel Centre Established  
Area wide Travel Centre

Infrastructure  
Walking & Cycling IT Block  
Implement Local Walking Schemes  
Implement Local Cycling Schemes

Walking & Cycling - Development  
Advice on Planning links

Walking & Cycling Audits  
Walking Audits  
Cycling Audits

Bikeability  
Provision of Cycle Training to school children  
Promote Facilities at schools  
Cycle To Work (Bike Hire) Scheme    Publicly available bike hire scheme

SMOT Strategy  
Sustainable Mode of Travel Strategy for school students

Intersite Travel  
Sustainable Travel for Staff between office sites    NCC employees

#### NCC Staff Travel Plan & Project Angel

Travel plan generation for new Office build for NCC -NCC employees

Longer term aim of an area wide Travel Plan for the town centre and Enterprise zonal areas

#### Funding Bids

Ongoing workshops and bid writing to seek and secure EU funding opportunities in association with Northamptonshire Enterprise

Also partnership working with Public Health

Tackling childhood obesity

In partnership with Northampton Borough Council

Air quality strategy for Northampton

Delivery of Travel Plans funded under 106 agreements

Objectives of Scheme: To support growth and creation of jobs

#### What are the impacts of the Scheme?

Up to date and live travel and transport information provision for the county's residents will mean they can make informed decisions about their journeys and opt for sustainable transport alternatives as appropriate. Joining the technology with other web based and smartphobne technology will enable reward mechanisms and tailored marketing opportunities that will further encourage these choices. The outcome will be reduced traffic congestion, faster flowing traffic and unimpeded journeys.

Scheme Cost (including identified match funding):

| Source  | 2015/16 | 2016/17 | Beyond | Total |
|---|---------|---------|--------|-------|
| Smart<br>Commuting and<br>Technology<br>Solutions | 1.25m   | 1m      | 2.25m  |       |
|   |         |         |        |       |
|   |         |         |        |       |
|   |         |         |        |       |

Value for Money (I.e. BCR etc):

What are the wider economic impacts of the scheme:

### **Deliverability:**

Engineering – State of design progress:

Legal – Have the necessary powers been obtained?

Earliest Start of works:

Stakeholder support:

Also partnership working with Public Health

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NCC, WNDC, NBC, Sustrans, Canal and Rivers Trust, and River Nene Regional Park