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## 1. PURPOSE

- 1.1 Department for Transport (hereafter referred to as the Authority) want to maximise on the delivery and impact of the Sustainable Transport Transitional Year Revenue fund as well as the Access fund.
- 1.2 The business need is to deliver high quality sustainable transport measures with local authorities that demonstrate a good practice approach, whilst ensuring value for money to the taxpayer. This is achieved by enabling networking, knowledge-sharing and capability building. There will be a specific focus on cycling as promised in the new government's manifesto.
- 1.3 The Authority want to:
  - 1.3.1 Encourage positive outward facing engagement on cycling and walking, with the aim of supporting the delivery of the Cycling and Walking Investment Strategy.
  - 1.3.2 Ensure the highest quality sustainable travel infrastructure is delivered on the ground, and that good practice and lessons are shared.
  - 1.3.3 To specifically improve cycling safety, cycle proofing and encourage schools to promote cycling and walking to children.
  - 1.3.4 To support Local Authorities to improve cycling and walking knowledge and skills amongst practitioners.
  - 1.3.5 The services are required for a duration of 3 years with the initial requirement covering the period of 2016/17. The Authority when agreeing future requirements shall not change the requirement outside the scope of Sustainable Travel.

## 2. BACKGROUND TO THE CONTRACTING AUTHORITY

- 2.1 The services of Communication and Stakeholder Engagement are required to provide expert advice to ensure central government funds on sustainable transport projects are delivered through the Local Growth Fund, Cycle Ambition Fund and the Access fund, are spent as effectively as possible.
- 2.2 The services are also required to ensure that the lessons learned from these programmes are promulgated as widely as possible to support the delivery of the Cycling and Walking Investment Strategy,
- 2.3 In particular, the service will support key objectives for the Access fund and Sustainable Travel Transitional year and the Cycling and Walking Investment Strategy by encouraging knowledge sharing and building capability.

## 3. BACKGROUND TO REQUIREMENT/OVERVIEW OF REQUIREMENT

- 3.1 Policy background

*Access fund*

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- 3.2 The Government recognises the important role of smarter travel in building the kinds of places people want to work and live. The Authority is therefore committed to supporting sustainable travel initiatives which support the local economy, boost economic growth and cut carbon emissions. This contract supports the work of the Sustainable Accessible Travels division. Two big areas which this group of people lead on are the Access Fund and the Cycling and walking Investment Strategy.
- 3.3 In his 2015 Autumn Statement, the Chancellor announced £580 million (£80 million revenue and £500 million capital) for sustainable travel. The Access Fund formally launched on 5<sup>th</sup> July 2016, to start in 2017/18. To support the transition between now and then, the Departments committed £20 million of the £80 million revenue to sustainable travel projects in 2016/17.
- 3.4 This funding will benefit local authorities who wish to continue a sustainable transport project that has proven successful in the past, and who also want to start progress on plans to improve access to jobs, skills, training and education. It will also favour schemes that focus on cycling and walking. Further details can be viewed here <https://www.gov.uk/government/publications/sustainable-travel-transition-year-revenue-competition-2016-to-2017>

*Cycling and Walking Investment Strategy*

- 3.5 Cycling contributes to a healthier nation and to improved air quality and reduced emissions, and can help broaden employment and training horizons for people seeking work or education opportunities. With all these benefits, this Government is serious about making this country a cycling nation and to increase levels of walking.
- 3.6 The Legislation: The Cycling and Walking Investment Strategy ('Strategy') evolved in February 2015 when the government introduced a duty through the Infrastructure Act for the Secretary of State for Transport to bring forward a Cycling and Walking Investment Strategy (Strategy) in England. In July 2015 Part 2 of the Infrastructure Act (Cycling and Walking Investment Strategies) was enacted through the Infrastructure Act 2015 (Commencement No.3) Regulations 2015.
- 3.7 The Draft Cycling and Walking Investment Strategy: On 27 March the Government published its first Cycling and Walking Investment Strategy in draft. At the same time a Consultation was launched focusing on five consultation questions; please see this link for further details: <https://www.gov.uk/government/consultations/draft-cycling-and-walking-investment-strategy>
- 3.8 The Strategy has an ambition for England of making cycling and walking the natural choice for shorter journeys, or as part of a longer journey. In order to achieve our ambition we have set a number of objectives to measure progress. By 2020 we will:
- 3.8.1 Increase cycling activity, where cycling activity is measured as the estimated total number of cycle stages made each year;



- 3.8.2 Reverse the decline in walking activity, measured as the total number of walking stages per person per year;
- 3.8.3 Reduce the rate of cyclists killed or seriously injured on England’s roads, measured as the number of fatalities and serious injuries per billion miles cycled, each year;
- 3.8.4 Increase the percentage of children aged 5 to 10 that walk to school.

**4. DEFINITIONS**

Expression or Acronym	Definition
DH	Department for Health
The Authority	Department for Transport
LA	Local Authority
STTY	Sustainable Travel Transition Year
SAT	Sustainable and Accessible Travels
DfT	Department for Transport
LEP	Local Enterprise Partnership

**5. SCOPE OF REQUIREMENT**

- 5.1 **Mandatory:** Four annual workshops are required to cover the broad agenda of sustainable travel, the details of these are to be agreed with the Authority. In 2015 the annual London Cycling show was one of the Authority’s workshops, this event covered content and invited attendees according to the Authority’s needs with around 300 attendees. Some workshops can be on a much smaller scale for example 40 attendees. The workshops for 2016 – 17 are yet to be finalised in detail.
- 5.2 **Mandatory:** Annual Sustainable Travel Conference – targeting local authorities and transport providers to support knowledge sharing and problem solving with particular focus on Access Fund and Sustainable Travel Transition Year STTY. This has in the past attracted around 400 attendees.
- 5.3 **Mandatory:** A Joint DfT / DH messaging on health and physical activity.
- 5.4 **Desirable:** Publications – Articles and Ministerial Forwards to help reach out to Local Authorities. These publications are widely available to the general public, however more specifically targeted to relevant industry stakeholders such as Local Authorities and transport providers.
- 5.5 **Desirable:** a stakeholder/communications engagement strategy – a basic outline of the year ahead; upcoming milestones/ events identifying overlaps and how



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these can be strategically aligned to co-ordinate messaging as well as reaching out to key stakeholders such as Local Authorities and Transport associations, and other organisations who work with DfT.

## 6. THE REQUIREMENT

### 6.1 FOUR ANNUAL WORKSHOPS

- 6.1.1 The four annual workshops can be described as best practice masterclasses. There can be a comprise of a one day maximum event or minimum half day event, depending on agreement with the Authority, which are focussed on a topic of relevance to a smaller network of specialist practitioners, to allow more in-depth understanding and skills exchange of the sustainable travel challenges.
- 6.1.2 Workshop topics for 2016/ 17 are yet to be confirmed, initial thinking by The Authority is that they could cover:
- 6.1.3
- 6.1.3.1 Cycle proofing - infrastructure best practice.
  - 6.1.3.2 Auditing an active travel network - place-making, looking at the contribution of active travel on places. How walking and cycling friendly is a place, how cycling integrates with other modes, inclusive design from age 8 - 80, disabled groups needs etc.
  - 6.1.3.3 Collaborative working with LEPs and other stakeholders
  - 6.1.3.4 Monitoring and evaluation
- 6.1.4 These four workshops will support the Authority's Cycling and Walking Investment Strategy. There is compelling evidence on the many benefits to cycling and walking - they contribute to a healthier nation, to improved air quality and reduced emissions, and can help broaden employment and training horizons for people seeking work or education opportunities. With all these benefits, this Government is serious about making this country a cycling nation and to increase levels of walking. Those tendering should note the publication of this Government's Cycling and Walking Investment Strategy link given earlier on page 3.
- 6.1.5 The workshops should also be aligned with the STTY and Access Fund. (Link given on page 3)
- 6.1.6 The topics to be covered in 2016/17 are to be finalised once a service provider is in place and are shaped by policy development. The masterclasses four organised in 15/16 were successful, attracting at least 40-60 people for each event, receiving positive feedback. Local Authority staff and their supporting contractors and volunteers have few facilitated opportunities to learn from one another, given the synergies in DfT-funded programmes across the country, ensuring this learning happens effectively and leads to better value for money in implementation.

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- 6.1.7 These events have been held in London as well as Cambridge and Leicester depending on the content and to enable attendance from all regions, not just favouring London locations. The Authority's venues may be used to save on costs, offering local authorities free places

## **6.2 ANNUAL SUSTAINABLE TRANSPORT CONFERENCE**

- 6.2.1 The conference is an annual event, in past years it has been held with a representative attending from each of the Local Sustainable Transport Funded project teams across England, as well as wider sustainable transport practitioners, lobby groups and programme leaders.
- 6.2.2 The 2016/17 event will be a one day event, designed to support project teams responsible for investing The Authority funds to the value of over £80 million on sustainable travel projects.
- 6.2.3 The target audience will be made up of Local Authority staff, supporting contractors, and volunteers. Collectively, they represent a community of over 1000 sustainable transport professionals, many of whom may be relatively new to this growing profession as a result of recent, new Authority funding.
- 6.2.4 The conference organised in February 2015, attracted over 500 attendees and was widely regarded as an excellent opportunity to share best practice and gain new skills and knowledge. Past events have been impressive events on a very small budget for the Authority. Previous locations have included Birmingham, and last year Milton Keynes. These locations were selected to give Local Authorities across the country opportunity to attend. The 2016/17 conference will provide an invaluable opportunity to capture success stories of the past, identify issues for the new STTY and Access Fund participating authorities. The event should join up with wider Authority programmes through the appropriate channels (e.g. through the complementary Local Enterprise Partnership's Transport Delivery Excellence programme).
- 6.2.5 The Authority would like this to run as a one day event which is combined with the Joint DfT and DH conference to cover health and physical activity, explained below at 6.3
- 6.2.6 More information can be found about the STTY here:  
  
<https://www.gov.uk/government/publications/sustainable-travel-transition-year-revenue-competition-2016-to-2017>
- 6.2.7 More information can be found about Local Enterprise Partnership's Transport Delivery Excellence programme here:  
  
[https://www.google.co.uk/search?q=Local+Enterprise+Partnership%92s+Transport+Delivery+Excellence+programme&btnG=Search&gws\\_rd=ssl](https://www.google.co.uk/search?q=Local+Enterprise+Partnership%92s+Transport+Delivery+Excellence+programme&btnG=Search&gws_rd=ssl)

## **6.3 JOINT DfT / DH CONFERENCE ON HEALTH AND PHYSICAL ACTIVITY**



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- 6.3.1 This is a new agenda which has not been covered before. The Authority is working with the Department of Health on joining up sustainable travel to deliver health benefits. Again it will be a one day event.
- 6.3.2 Objectives for the agenda would be to communicate:
- 6.3.2.1 The Authority's support for walking and cycling;
  - 6.3.2.2 The need to invest in active travel;
  - 6.3.2.3 Supporting a joint approach to active travel planning;
  - 6.3.2.4 A possible announcement of a sustainable travel / public health initiative;
  - 6.3.2.5 Showcasing innovative examples of best practice in joint promotion of active travel projects;
  - 6.3.2.6 Readout from a feasibility study into social impact bonds for delivering health benefits through active travel;
  - 6.3.2.7 Leading by example – how the NHS is supporting active travel as an employer.

#### **6.4 PUBLICATIONS**

- 6.4.1 The Sustainable Travel Magazine has been used to produce a supporting printed publication that is distributed to all annual conference participants. This magazine brought together expertise and insights on good practice delivery in print, enabling conference delegates to have a reference source for key lessons from one another. The magazine also provided a profile for this emerging new sector in transport planning and delivery, ensuring visibility for the Authority's funding that has been invested in local projects. There is still a strong desire from practitioners to receive an annual printed publication, which complements the e-Bulletin and the virtual Knowledge Hub, communications resources that the Authority already delivers to enable better communications across this sector. The Authority requires some form of publication to support the annual conference, not necessarily the four workshops.
- 6.4.2 For all of the above events workshops and annual conferences etc.; the selected supplier will draw up a draft agenda for each event based on an initial Authority steer (this will be agreed at the inception meeting) where headings and type of content will be agreed. The supplier will then need to draw up an agenda; propose exact dates; find a venue; make arrangements for all logistics such as lunch, mikes etc.
- 6.4.3 The Authority can lead with getting attendees via Local Authority contacts to attend, the supplier will draft advertisement emails/ posters etc. ready for the Authority to issue.

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## 7. STAKEHOLDER COMMUNICATIONS STRATEGY

- 7.1 The Sustainable and Accessible Travels (SAT) team would benefit from a stakeholder / communications engagement strategy – a basic outline of the year ahead; upcoming milestones / events / identifying overlaps and how these can be strategically aligned to co-ordinate messaging as well as reaching out to key stakeholders.
- 7.2 This is expected to be a basic and very simple outline of milestones focusing on overlaps and how SAT policy's will and should interact.

## 8. PROJECT MANGEMENT

- 8.1 Monthly meetings will be held with the Authority to discuss progress, more frequent conversation is welcome and can be done so on a casual basis via email or telephone. A formal write up is required post each event, looking at what went well; lessons learned; analysis of feedback from attendees; numbers attending for each event; a summary of the service provided and what it is felt to have delivered.

## 9. KEY MILESTONES

- 9.1 Potential suppliers should note the following project milestones that the Authority will measure the quality of delivery against:

Milestone	Description	Timeframe
1	Inception meeting	Within week 1 of Contract Award
2	Draft outline for potential workshops for year ahead (to include dates and content)	One month of Contract Award
3	Joint DfT / DH conference on health and physical activity - draft content agreed	Month two of Contract Award
4	12 month strategy agreed for contract delivery	Within week 8 weeks of Contract Award
5	March delivery of Joint DfT and DH conference & Annual Sustainable Travel conference	7 months in

## 10. AUTHORITY'S RESPONSIBILITIES

- 10.1 The Authority is responsible for leading on contacting Local Authority's to participate in workshops and events.
- 10.2 The Authority is responsible for clearing any publications or advertisement content related to the workshops and annual conference.
- 10.3 End of year report will be required, a summary evaluation of how the events delivered against objectives, feedback from attendees and lessons learned. The Authority will be responsible for signing this off.



10.4 Monthly updates on progress should be maintained with Rabina Nawaz, DfT Contract Manager. This should be through email and telephone calls, with face to face meetings when required.

## 11. VOLUMES

Milestone	Deliverables  (bulleted list showing all Deliverables (and associated tasks) required for each Milestone)	Duration  (Working Days)	Milestone Date	Customer Responsibilities  (if applicable)
Workshop content is subject to change and business need, the suggested list is intended to reflect the Authority's needs as far as possible, these will need to be reconsidered early this summer as policy is developing rapidly.				
1. Cycling proofing - infrastructure best practice.	<p>To encourage positive outward facing engagement on cycling, with the aim of delivering a longer term cycling strategy.</p> <p>Improve cycling safety, cycle proofing and encourage schools to promote cycling to children.</p> <p>Ensure the highest quality sustainable travel infrastructure is delivered on the ground, and that good practice and lessons are shared.</p> <p>Improve Local Enterprise Partnerships and LA's working to push the sustainable travel agenda as a priority.</p> <p>Support LAs to improve cycling knowledge and skills amongst practitioners.</p>	All maximum of one day events / with a minimum of a half-day session.	Nov 2016 tbc	The Authority will feed into: co-design content and suggest target audience for all workshops.
2. Auditing an active travel network - place-making, looking at the contribution of active travel on places. How walking and cycling friendly is a place, integration with other modes, inclusive design from 8 - 80, disabled groups etc.			Feb 2017 tbc	
3. Collaborative working with LEPs and other stakeholders.			2016 Dec tbc	
4. Monitoring and evaluation			April 2017 tbc	



One national conference				
Annual Sustainable Travel conference	<p>To maximise on the delivery and impact of the Sustainable Transport Transitional Year Revenue fund as well as the Access fund.</p> <p>Lessons learned and shared across Local Authorities.</p>	1 day	Early March 2017	<ul style="list-style-type: none"> <li>To steer content of event and objectives</li> <li>Suggest target audience</li> <li>Assist with advertising via the Authority's channels</li> </ul>
<ul style="list-style-type: none"> <li>Joint DfT / DH conference on health and physical activity.</li> </ul>	<p>DfT support for walking and cycling</p> <p>The need to invest in active travel</p> <p>Supporting a joint approach to active travel planning</p> <p>[possible announcement of a sustainable travel / public health initiative]</p> <p>Show casing innovative examples of best practice in joint promotion of active travel projects</p> <p>Readout from feasibility study into social impact bonds for delivering health benefits through active travel</p> <p>Leading by example – how the NHS is supporting active travel as an employer</p>	1 day event (combined with the above)	Early March 2017	<ul style="list-style-type: none"> <li>To steer content of event and objectives</li> <li>Suggest target audience</li> <li>Assist with advertising via the Authority's channels</li> </ul>



Publications				
Production of magazine articles on sustainable transport programmes to all LEAs and every Local Authority Transport team.	<p>Article content should promote:</p> <ul style="list-style-type: none"> <li>• Accessibility Action Plan</li> <li>• CWIS publication</li> <li>• LCWIP Strategies Publication</li> </ul>	Ad hoc a maximum 4 publications are anticipated – promote and champion the Authority's work. (these can be digital or hard copy)	<p>Dec 2016 tbc</p> <p>Sep 2016</p> <p>as above</p>	The Authority will assist in drafting content and support distribution to stakeholders.
Strategy Document				
Stakeholder / communications engagement strategy – two pager	a basic outline of the year ahead; upcoming milestones / events / identifying overlaps and how these can be strategically aligned to co-ordinate messaging as well as reaching out to key stakeholders	-2 – 3 pages	October 2016	The Authority to provide milestones, policy background and the current communications strategy
Reporting				
The potential provider will produce a written report after each event	A summary evaluation of how the event delivered against objectives, feedback from attendees and lessons learned.		Agreed at inception meeting	
The potential provider will produce an end of year report	A summary evaluation of how the events throughout the year delivered against objectives, feedback from attendees and lessons learned.		Agreed at inception meeting	The Authority will be responsible for signing this report off.
The potential provider will produce feedback forms for event attendees	Feedback forms from all workshop attendees will be recorded and annual conferences; reported back to The Authority.		Agreed at inception meeting	

## 12. CONTINUOUS IMPROVEMENT

- 12.1 The Supplier will be expected to continually improve the way in which the required Services are to be delivered throughout the contract duration.
- 12.2 The Supplier should present new ways of working to the Authority during meetings.
- 12.3 Changes to the way in which the Services are to be delivered must be brought to the Authority's attention and agreed prior to any changes being implemented.

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### 13. QUALITY

13.1 The quality of the service shall be as specified throughout this document.

### 14. PRICE

14.1 Prices are to be submitted via the e-Sourcing Suite on the Appendix E provided to give a full breakdown of costs.

14.2 Discounted Day Rates are requested as well as the Core Costs of the contract. Hourly rates will apply to the time taken for each task to achieve the total cost.

14.3 All prices must be excluding VAT.

### 15. STAFF AND CUSTOMER SERVICE

15.1 The Authority requires the selected supplier to provide a sufficient level of resource throughout the duration of the SAT Stakeholder Engagement Contract in order to consistently deliver a quality service to all Parties.

15.2 The supplier's staff assigned to the SAT Stakeholder Engagement Contract shall have the relevant qualifications and experience to deliver the Contract.

15.3 The supplier shall ensure that staff understand the Authority's vision and objectives and will provide excellent customer service to the Authority throughout the duration of the Contract.

#### 15.4 Scenario example:

15.4.1 Cycle proofing - infrastructure best practice. Cost makeup:

The Authority would like this event to be held in Cambridge, offering a number of free places to local authorities on first come first served basis. With 3 – 5 allocated spaces at the conference for The Authority's staff Speaker slots on the programme, will need to be identified as well as speakers from industry, with venue and audio equipment etc. being managed by the supplier. The Authority anticipate at least 60 attendees from Local Authorities. This would be a half day event. The workshop would cover for example cycle safety for adults during the commute to work and making effective use of existing infrastructure.

15.4.2 Collaborative working with LEPs and other stakeholders.

The Authority anticipate this to be a half day event held in London with 80 people (this could be held at The Authority venue). The supplier will need to cover costs for tea and coffee. Free places would be offered to all local authority attendees.

15.4.3 National Conference: Cost makeup

The Authority anticipate 200 – 300 people will attend, and would like this event held in Birmingham, venue would need to be sourced, the event would need audio and visual equipment projectors etc., as well as provision of morning tea and a basic lunch. Speakers would need to be sourced from both the private sector as well as stakeholders with potentially a transport minister attending to

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open the event (The Authority would help arrange any ministerial attendance). The event would need a large element of interactive break off sessions to keep attendees engaged, offering tailored sessions which attendees may pick and choose according to their needs. The Authority would require 50 free places to be offered to Local Authorities on a first come first served basis.

## 16. SERVICE LEVELS AND PERFORMANCE

16.1 The Authority will measure the quality of the Supplier's delivery by:

KPI/SLA	Service Area	KPI/SLA description	Target
1	Service Delivery	Telephone conference between the provider and the Authority to discuss updates and any other matters	Weekly/AdHoc
3	Service Delivery	Meetings will be held updating the Authority on progress at The Authority premises.	Monthly
4	Service Delivery	End of year; short analysis on what worked and what could be done better should be submitted end of June 2017	100%
5	Customer Services	The Supplier will provide a written report on each event within a given timescale (agreed at Inception) after each event	100%
6	Customer Service	The Supplier will respond to emails and telephone calls with 24hrs	100%
7	Customer Service	The Supplier will acknowledge complaints within 24 hrs and resolve complaints within 1 week	100%
8	Customer Service	The Supplier's compliance to ensure that Invoices contain a full breakdown of costs and include the Purchase Order number.	100%
9	Customer Service	Feedback forms from all workshop attendees will be recorded and annual conferences; reported back to The Authority.	100%
10	Customer Service	Feedback from attendees should be positive	Target of 85% good / needs met response.

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11	Account Manager	The Supplier with provide MI including a breakdown of expenditure against the rate cards in Appendix E – Price Schedule monthly within 10 working days of the last day of the previous month, unless otherwise agreed by the Authority	100%
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16.2 The Authority will provide the Supplier one months' notice to improve on failings and a further one months' notice should the service be unsatisfactory.

**17. SECURITY REQUIREMENTS**

17.1 The content for workshops etc. should be handled sensitively, the Authority's policy development, plans and knowledge should be treated as sensitive.

**18. INTELLECTUAL PROPERTY RIGHTS (IPR)**

18.1 Any Intellectual Property arising from the contract shall be treated in line with the Terms & Conditions of the contracts as outlined in Appendix C – Terms & Conditions.

**19. PAYMENT**

19.1 Before payment can be considered, each invoice must include a detailed elemental breakdown of work completed and the associated costs.

19.2 The successful supplier must be able to facilitate electronic invoicing.

19.3 A Purchase Order (PO) Number for this requirement will be provided to the successful supplier. In order to ensure prompt payment, the PO number, a statement of the work covered by the invoice together with invoice amount should be provided to the Authority's project officer before the invoice is submitted.

**19.4 Invoicing Process**

19.4.1 Invoices must be sent to the Authority's Shared Service Centre at the address below:

DfT Shared Service Centre  
5 Sandringham Park,  
Llansamlet  
Swansea Vale,  
Swansea  
SA7 0EA

**20. LOCATION**

20.1 The location of the Services to be carried out will be at the Supplier's premises, the event locations, the supplier will also be expected to visit the Authority's



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premises at Great Minster House, 33 Horseferry Rd, London SW1P 4DR on request.