

Forward Plan reference number: Not applicable

Report title: Proposed behaviour change disruption campaign	
Report to: Andrew Cook, Director, Highways & Transport	
Report author: James Hopkins, Business Development Officer	
Date: 17 June 2020	For: Decision
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County Divisions affected: All Essex	

1. Purpose of Report

- 1.1 To seek permission for funding and approval of a sustainable travel behaviour change disruption campaign for the 2020/21 financial year.

2. Recommendations

- 2.1 To approve spend of £320,000 of the DfT Emergency Active Travel Fund allocated to Essex County Council on a sustainable travel behaviour change disruption campaign.

3. Summary of issue

- 3.1 On the 9 May 2020, the Department for Transport (DfT) announced an emergency active travel fund, designed to create pop-up and temporary interventions that creates an environment that is safe for both walking and cycling; with a view to embedding both as part of new long-term commuting habits and reap the associated benefits to health, air quality and congestion.
- 3.2 The £250 million fund will be released in two phases to local authorities, with the first tranche of £45 million having been allocated already. Essex County Council's portion of this first tranche is £1.9 million.
- 3.3 To ensure delivery of the funds objective, to embed sustainable travel as part of new long-term commuting habits, Essex County Council is developing a behaviour change disruption campaign that seeks to encourage car users to make that shift.
- 3.4 The campaign will be underpinned with behavioural science and have an active approach. It will provide real stories, from real people, to encourage modal shift. Incentives and gamification will complement this, as will the use of social media and app-based technology.
- 3.5 The disruption campaign will commence during Summer 2020 and run through until March 2021; with flexibility and responsiveness built in to accommodate changes to government and public health guidelines related to Covid-19.

- 3.6 Delivery will involve a collaboration between ECC departments and Ringway Jacobs expertise.
- 3.7 Sustainable Travel is a key strand of the Place and Public Health business plan and the work contained within this report will also contribute towards the Council's Organisation Strategy in the following ways:
- Help people in Essex prosper by increasing their skills
 - Enable Essex to attract and grow large firms in high growth industries
 - Improve the health of people in Essex
 - Help to secure stronger, safer and more neighbourly communities
 - Help to secure sustainable development and protect the environment
 - Facilitate growing communities and new homes
 - Limit cost and drive growth in revenue

4. Options

4.1 Do nothing

The Council would miss the opportunity to deliver real, sustainable change for its residents and not achieve the Governments central aim of achieving long-lasting change to commuting habits.

There is also an inherent reputational risk for the Council that, by doing nothing, that it is not committed to a sustainable transport agenda.

4.2 Deliver the behaviour change disruption campaign

This is the preferred option and aligns with central government direction and policy on the need to accelerate change to commuting habits, specifically in the sustainable transport sphere.

Covid-19 present an excellent disruption opportunity to take this significant step, that may never present itself again.

5. Next steps

To develop and implement the disruption brand and campaign, including engagement of Ringway Jacobs and internal departments, to deliver at pace.

6. Issues for consideration

6.1 Financial implications

6.1.1 The costs associated with this decision will be funded from ECC's portion of the Emergency Active Travel Fund.

6.1.2 This will be spread across the two tranches of the Emergency Active Travel Fund; £221,500 in tranche 1 and a further £98,500 in tranche 2.

6.1.2 Confirmation of the Emergency Active Travel Fund has not yet been received from the Department for Transport. If this is not received then the costs for these works will be contained within the Transport Strategy budgets in 2020/21.

6.1.3 The total projected costs of the recommendations is £320,000, spent over the remainder of the 2020/21 financial year

7. Equality and Diversity implications

- 7.1 The Public Sector Equality Duty applies to the Council when it makes decisions. The duty requires us to have regard to the need to:
- (a) Eliminate unlawful discrimination, harassment and victimisation and other behaviour prohibited by the Act. In summary, the Act makes discrimination etc. on the grounds of a protected characteristic unlawful
 - (b) Advance equality of opportunity between people who share a protected characteristic and those who do not.
 - (c) Foster good relations between people who share a protected characteristic and those who do not including tackling prejudice and promoting understanding.
- 7.2 The protected characteristics are age, disability, gender reassignment, pregnancy and maternity, marriage and civil partnership, race, religion or belief, gender, and sexual orientation. The Act states that 'marriage and civil partnership' is not a relevant protected characteristic for (b) or (c) although it is relevant for (a).
- 7.3 The equality impact assessment indicates that the proposals in this report will not have a disproportionately adverse impact on any people with a particular characteristic.

8. List of appendices

None

9. List of Background papers

- 9.1 DfT Emergency Active Travel Funding indicative allocations

I approve the above recommendations set out above for the reasons set out in the report.	Date 25 June 2020
Andrew Cook, Director, Highways and Transport	