

REPORT TO: CITY DEVELOPMENT COMMITTEE - 27 FEBRUARY 2012

REPORT ON: PROPOSED CENTRE OF EXCELLENCE FOR TRAVEL BEHAVIOUR CHANGE

REPORT BY: DIRECTOR OF CITY DEVELOPMENT

REPORT NO: 82-2012

1 PURPOSE OF REPORT

- 1.1 This report seeks the approval of Committee to use Scottish Government Smarter Choices Smarter Places funding to establish a behavioural change centre of excellence in Dundee.

2 RECOMMENDATION

- 2.1 It is recommended that the Committee:
- a notes the award of £210k from the Scottish Government to extend the Dundee Travel Active project into the current Financial Year;
 - b notes the selection process undertaken to identify a suitable social enterprise to carry the work of Dundee Travel Active forward; and
 - c approves the award of £95k funding to Positive Steps to establish a behavioural change centre of excellence and deliver personalised travel planning in Broughty Ferry.

3 FINANCIAL IMPLICATIONS

- 3.1 The City Development Department received funding worth £210k from the Scottish Government following a successful project continuation bid to the Smarter Choices, Smarter Places fund.
- 3.2 £95k of this funding will be made available to Positive Steps to finance the social enterprise element of the project and £25k will be paid to JMP Consulting to manage the process of partner selection and work with Positive Steps in its diversification into this area of behavioural change.

4 BACKGROUND

- 4.1 The Scottish Government announced in July 2011, that additional funding was to be made available to those local authorities who had undertaken work through the Smarter Choices Smarter Places initiative.
- 4.2 The Dundee Travel Active Project in 2009 and 2010 had focused primarily on active travel and healthier lifestyles in Stobswell, Hilltown and West End areas of Dundee. In 2011, the project focus moved to Lochee with work centred around Air Quality Improvement.
- 4.3 Dundee City Council made a successful bid and was awarded £210k in September 2011. Establishment of a locally based social enterprise specialising in behavioural change and capable of delivering a programme of personalised travel planning was a key component of the project bid. JMP Consulting who had previously managed Dundee Travel Active project on behalf of the Council committed to share their

experience in this area and work alongside Dundee City Council to establish the new social enterprise.

- 4.4 Although the original submission had proposed the creation of a new social enterprise capable of delivering travel related behavioural change, it became apparent that a more appropriate way forward was to build on the capacity of an existing social enterprise and help them to diversify into the area of behavioural change.
- 4.5 Following advice from the Council's procurement team, the Sustainable Transport team engaged with the Dundee Social Enterprise Network and two Dundee based environmental groups. A briefing paper was issued to possible partner organisations inviting them to attend a Dundee Travel Active presentation. Any group interested in taking the behavioural change work forward were invited to submit proposals to Dundee City Council.
- 4.6 Four organisations made submissions and these were evaluated against pre-agreed quality based criteria. Following analysis, two groups were short-listed and informally interviewed.
- 4.7 Positive Steps, a Dundee based social enterprise, were identified as the preferred partner and will work with JMP Consulting to establish the new team and deliver the programme of behavioural change in Broughty Ferry and local schools, with a focus on achieving modal shift. It is envisaged that should Positive Steps successfully establish the centre of excellence for behavioural change, Dundee City Council will work with Positive Steps on future travel related behavioural change initiatives.

5 POLICY IMPLICATIONS

- 5.1 This Report has been screened for any policy implications in respect of Sustainability, Strategic Environmental Assessment, Anti-Poverty, Equality Impact Assessment and Risk Management.
- 5.2 The development of a behavioural change centre of excellence in Dundee has the potential to assist the Council and other public sector agencies in delivering a range of public policy outcomes in the long term.

6 CONSULTATIONS

- 6.1 The Chief Executive, Depute Chief Executive (Support Services) and Director of Finance have been consulted and are in agreement with the contents of this report.

7 BACKGROUND PAPERS

- 7.1 [personalised travel planning executive summary April 2011](#)

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