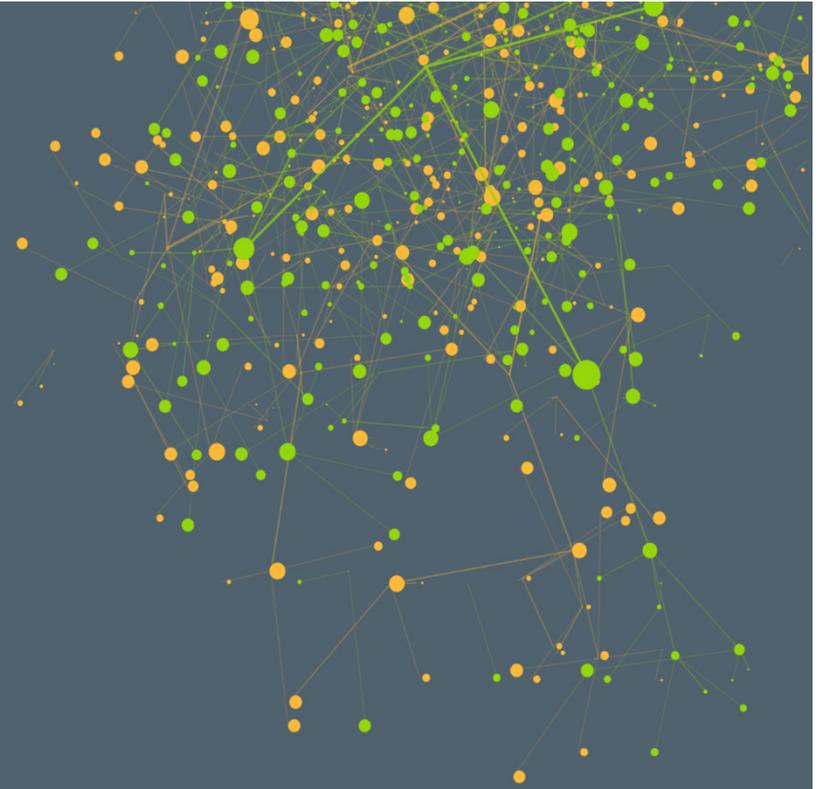


**URBAN  
TRANSPORT  
GROUP**



*‘Small but mighty’*

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The economic benefits of  
small scale sustainable  
transport schemes

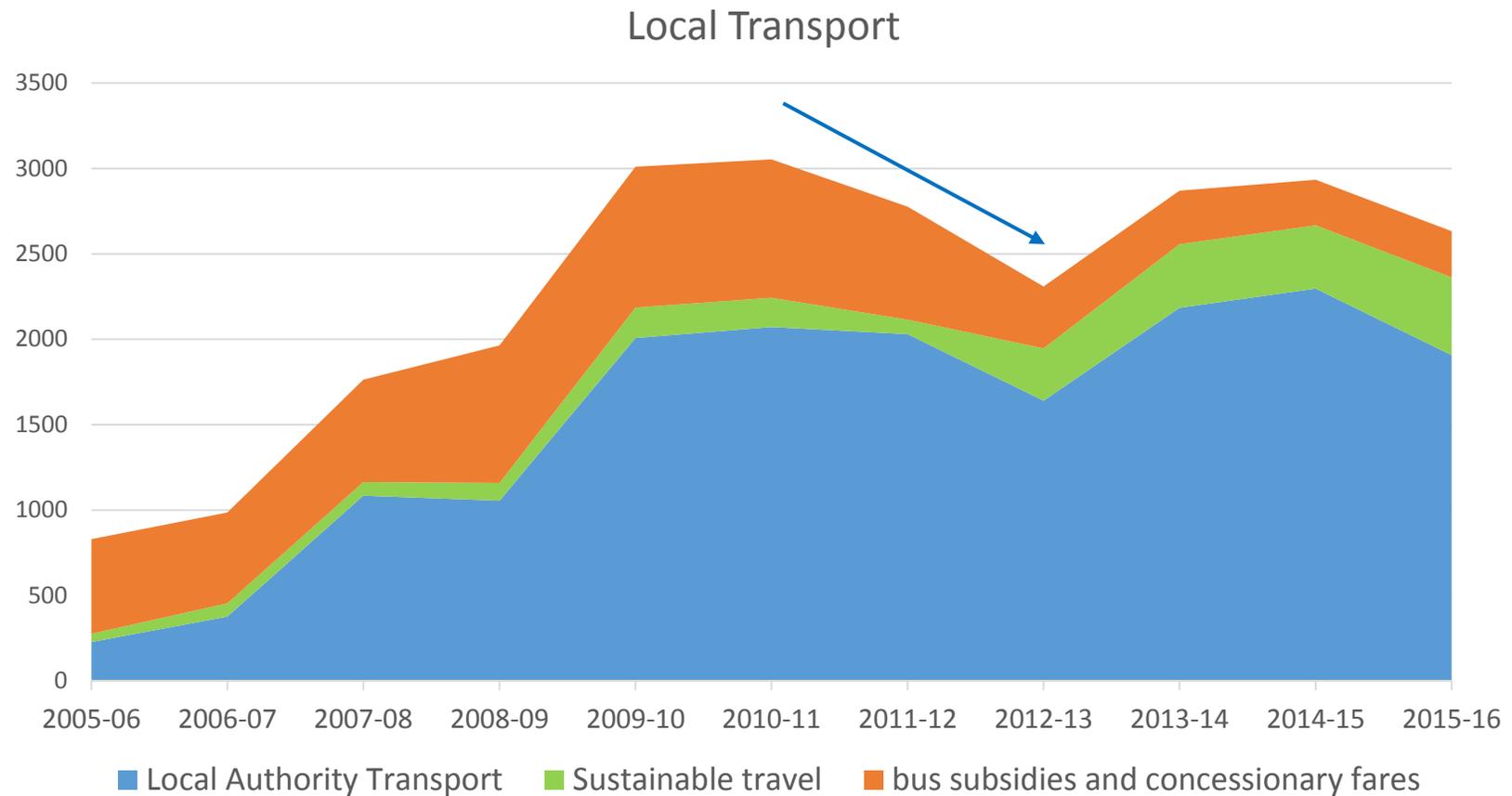
*Pedro Abrantes (Senior Economist)*  
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# Background



- What is the UTG?
  - Network of seven largest city region transport authorities in England
  - Key remit to develop collective evidence for transport investment, e.g., [www.transportworks.org](http://www.transportworks.org)
- Why focus on small schemes?
  - 2010 Spending Review led to immediate 25% cut to Integrated Transport Block – scepticism about vfm of local schemes [click here](#)
  - Devolution changes the locus of decisions – but decisions makers still need to demonstrate, and be persuaded of, benefits
- Talk reflects experience from 3 main projects:
  - 2011 VfM and appraisal of small public transport schemes
  - 2015 Small but mighty transport schemes
  - 2015 Case for active travel (**forthcoming**)

# Local Transport funding (DfT budget)



[Click here](#)

# Structure



1. Strategic case / narrative
2. Economic case / value for money:
3. Bringing the numbers to life
4. New challenges:
  - Active travel
  - Ex-post evaluation
5. Conclusions

# 'Small but mighty' ...

## *Strategic case*



- Everyone knows big schemes have big impacts
- What do small schemes bring to the party?
- Strategic case and narrative are key
- '*Small but mighty*' proposes four dimensions:
  1. Responsiveness (/ speed of implementation)
  2. Targeting (/ bottlenecks / quick wins)
  3. Local knowledge (/ devolution)
  4. Proof of concept (/ low risk / scalability)

Bottom line: **small scale schemes complement and enhance large schemes**

# Value for money of small schemes

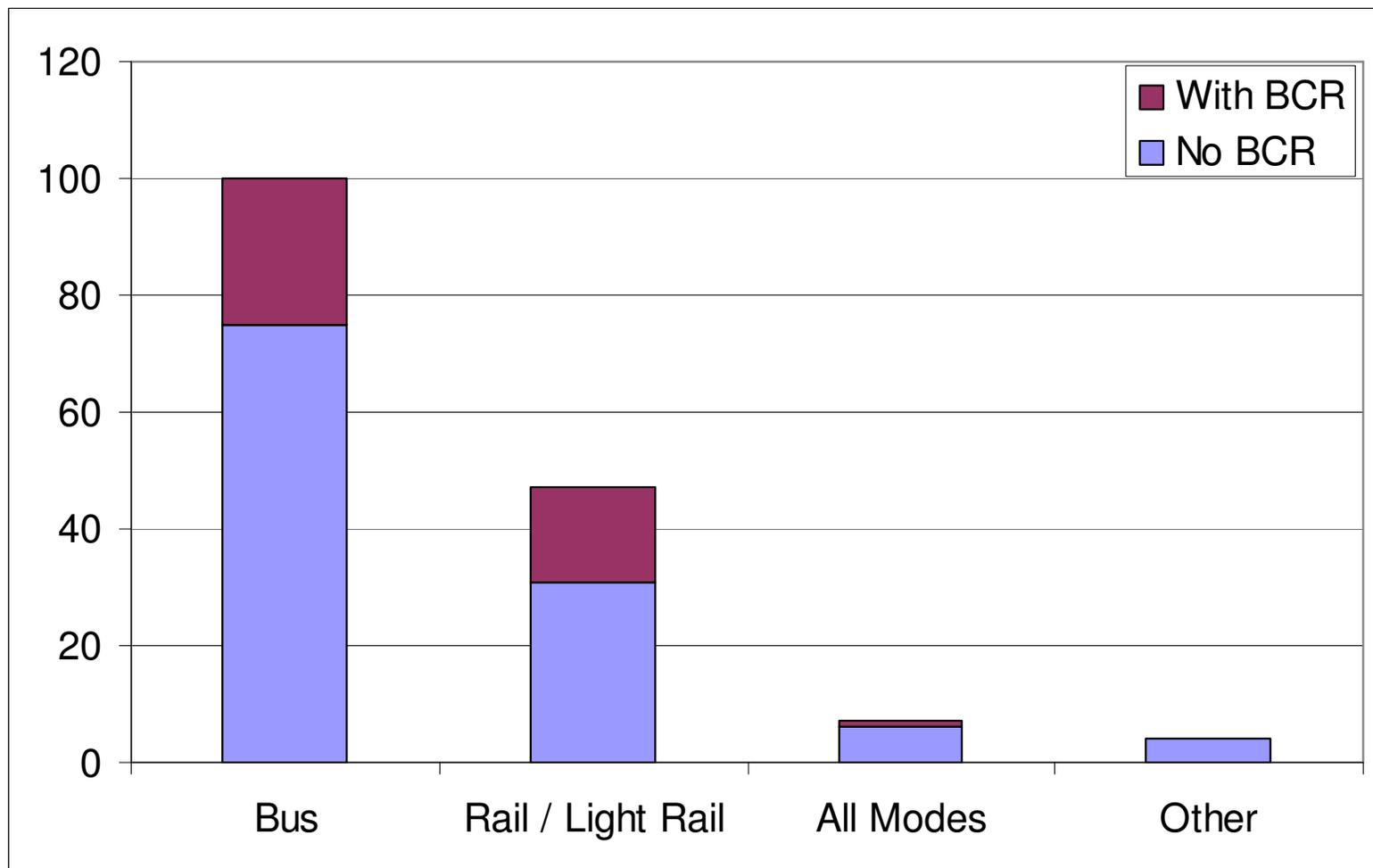
## *Economic case*



- Yes, robust narrative is key...
- But you won't get very far without robust analysis
- Remember the 2010 Spending Review?
- 2011 Jacobs report aimed to build on Eddington evidence base:
  - Over 150 schemes collected from UTG members
  - 37 with estimated BCRs and 15 selected for more detailed analysis
  - **Average BCR = 3.5** (Consistent with Eddington Transport Study)
  - So what was all the fuss about?
- (Detailed appraisal onerous → developed Simplified Appraisal Framework)

# Value for money of small schemes

## *Evidence review*



# Value for money of small schemes

## *Evidence review*



Scheme Type	Average BCR	Standard Deviation	Number of Schemes w/ BCR
QBC	2.5	1.1	4
Bus Priority	5.4	4.3	4
Bus Information	1.6	0.7	6
Bus Real Time Info	9.5		1
Bus Station / Interchange	2.0	0.7	5
Bus Park and Ride	3.5		1
Rail Station Improvement	4.4	1.8	11
Rail Park and Ride	1.5	0.2	3
Light Rail	1.7		1
All Modes	10.5		1
<b>Total</b>	<b>3.5</b>		<b>37</b>

# Bringing the numbers to life (1/3) *'Small but mighty' case studies*

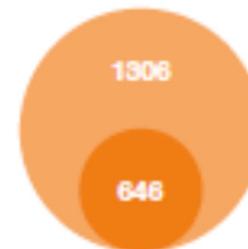
- I54 Business Park, WMids: “Express shuttle opens up job opportunities at high tech business park”
  - BCR = 3.7:1
- Local Link, GMcr: “Enhanced community transport opens up new opportunities for jobseekers”
  - BCR = 2.2:1
  - Patronage up ~100% on Kingsway corridor

20+

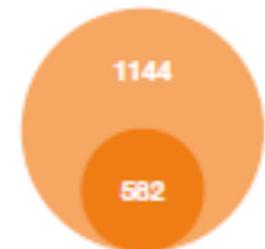
More than 20 buses per hour now serve the park.



Kingsway



Patronage up 102%

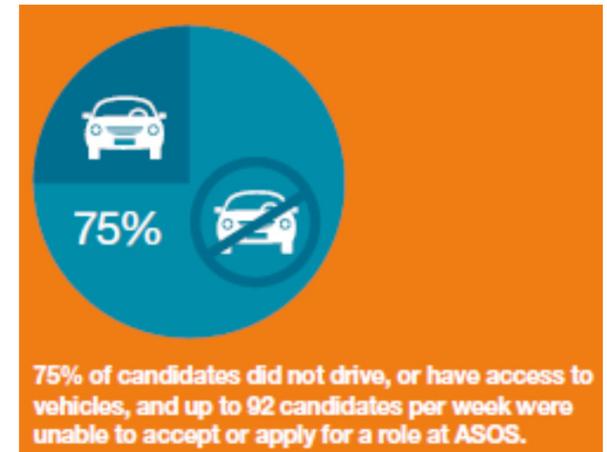


Work trips up 97%

## Bringing the numbers to life (2/3) *'Small but mighty' case studies*



- JobConnectors, S.Yorks: “buses assist regeneration of S.Yorks coalfields”
  - 75% of candidates not able to drive
  - Patronage on X19 Jobconnector up 62% after headway reduces to 30mins
  
- Salford Quayslink, G.Mcr: “MediaCity bus link aids regeneration of Salford Quays”
  - Patronage up 300% one year after launch
  - BCR = 5.2:1

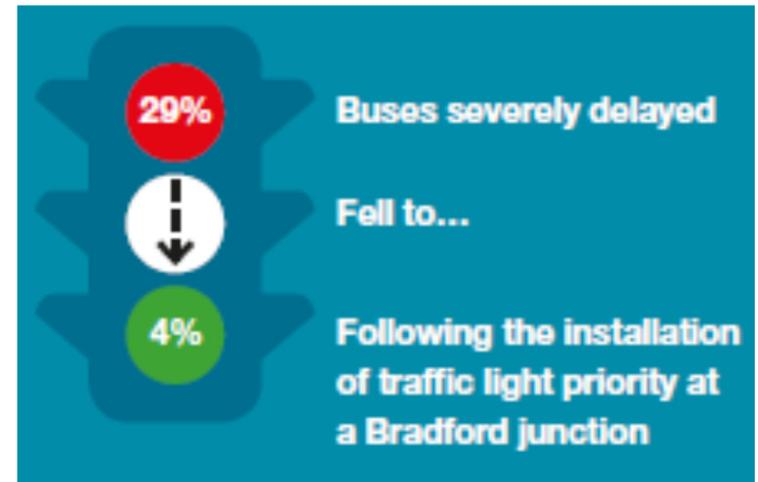


# Bringing the numbers to life (3/3)

## *'Small but mighty' case studies*



- Traffic light priority, W.Yorks: “Innovative technology enables extension of W.Yorks bus priority”
  - BCR = 8:1
  - Revised TLP saves up to 3kg of CO2 per bus, per day
  
- Workwise, W.Mids: “travel support helps over 20,000 W.Mids jobseekers into work”
  - BCR = 10.5:1
  - Workwise has helped over 20,000 people to access work



# New challenges (1)

## *Active travel (walking and cycling)*

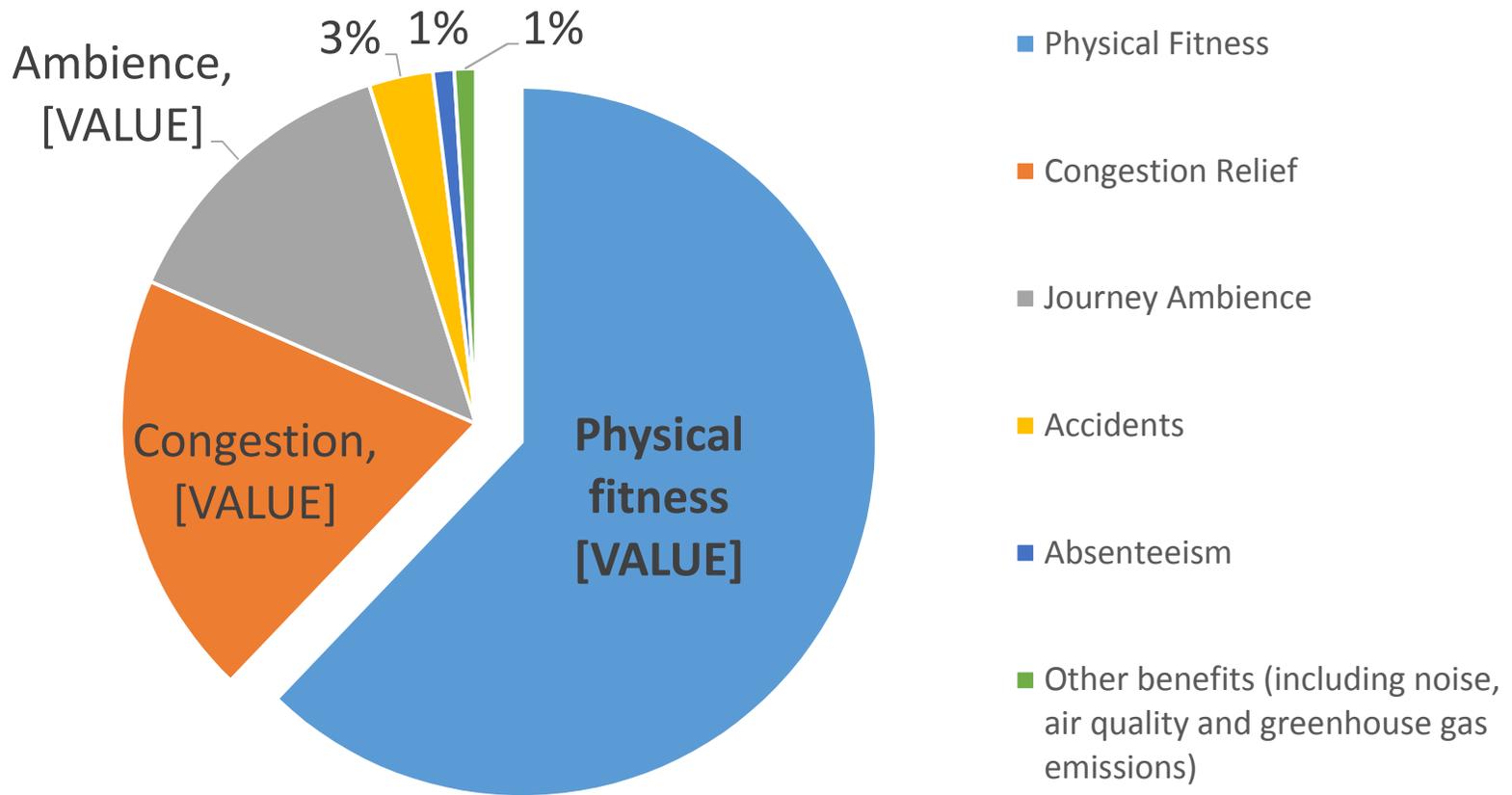


- Health benefits central
- Travel time savings secondary [click me](#)
- Urban realm/journey experience increasingly relevant
- More sophisticated narrative and analysis required
  
- Who exactly will benefit from the scheme (old, young, healthy, obese)?
- How will their behaviour change (take up cycling, cycle more)?
- What is the value of better urban realm?

**→ Empirical evidence needed; government and academia need to work closer together, and across sectoral divides**

# Economic benefits from Cycle City schemes

source: DfT, 2014



[Click me](#)

## New challenges (2)

### *Evaluation*



- Renewed focus on ex-post evaluation (v ex-ante models)
  - Push from across government departments
  - Reinforced by questions over impact of active travel and behaviour change
- What Works Centre on Local Economic Growth has set a high bar
  - Maryland Scale Level 2+
  - Control groups, before and after measurement
  - **Impact on economic growth?**
- Some interesting developments but a long way to go
  - Sustainable Travel Towns, LSTF large schemes, Cycle Cities/Ambition, Sustrans, Living Streets, transport and health academia
- **Local government must expand skill set and evidence base**

# Conclusions



- Small schemes funding took hit in 2010 but gained ground since
- Improved evidence base has played major role
- Robust narrative and solid analysis both key:
  - Small schemes are responsive, targeted, low risk, scalable and benefit from local knowledge
  - Average BCR = 3.5 → clearly good value for money
  - Wrap it all together in a positive story that focusses on tangible impacts: jobs, regeneration, quality of life, access to work, value for money
- New challenges:
  - Active travel: more and better empirical evidence needed – esp. health and urban realm; (local) government and academia need to work closer together across sectoral divides
  - Evaluation: (local) government needs to expand skills set and evidence base

# Key references



- Value for money and appraisal of small public transport schemes (2011)  
<http://www.urbantransportgroup.org/media-centre/press-releases/small-beautiful>
- Small but mighty transport schemes  
<http://www.urbantransportgroup.org/resources/types/reports/small-mighty-delivering-big-value-money>
- The case for active travel
  - <http://www.urbantransportgroup.org/resources/public-health/health-and-transport-evidence-base>
  - <http://www.urbantransportgroup.org/resources/cycling/cycling-policy-and-evidence-base-key-websites>
  - **Watch this space!**
- LSTF Monitoring and Evaluation guidance (2012)
  - <http://www.urbantransportgroup.org/resources/types/reports/lstf-monitoring-and-evaluation-guidance-final-report>