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NON-KEY DECISION TAKEN BY THE STRATEGIC MANAGER – MAJOR PROGRAMMES

Decision title: Authority to commence procurement for services in connection with a Travel Behaviour Change and Road Safety Training and Awareness Programme associated with the Hinkley Point C development

Officer making decision: Andy Coupe, Acting Strategic Manager – Major Programmes

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Date of Decision: 3 August 2016

Details of the decision:

That the Strategic Manager – Major Programmes approves the commencement of procurement processes in respect of the following activities to support delivery of an integrated Travel Behaviour Change and Road Safety Training and Awareness Programme in connection with the Hinkley Point C development

- (1) Brand Development, Communications and Marketing
- (2) Programme Assurance

Reasons for the decision:

To support delivery of an integrated Travel Behaviour Change and Road Safety Training and Awareness Programme in connection with the Hinkley Point C project, and ensure a compliant process for provision of these services which also represents value for money.

Background to the decision:

EDF Energy submitted its Development Consent Order (DCO) application in relation to its proposed nuclear power station at Hinkley Point C (HPC) in October 2011. With the benefit of additional measures that were submitted by EDF Energy to the Examining Authority in early August 2012, the County Council concluded that the HPC Project would be acceptable when considered against relevant policy and all other material considerations, and that the adverse impacts of the development would not outweigh its benefits. On this basis, the County Council entered into a Deed of Development Consent Obligations (S106 agreement).

On 18 March 2013 the Leader of the Council and Cabinet Member for Economic Development, Infrastructure and Innovation

- (1) approved expenditure of the contributions to Somerset County Council within the Hinkley Point C Site Preparation Works and Development Consent Order Section 106 Agreements in accordance with the terms of the Agreements and the spending intentions that were set out in the Local Impact Report and accompanying topic papers;
- (2) delegated authority to the Strategic Commissioning Manager – Major Programmes to commission delivery of all the financial contributions set out at (1) above, after

consultation with the relevant Cabinet Member.

The following contributions in particular are included in the DCO S106 agreement to deal with the transport impacts of the project:

- £1.6m to undertake travel behaviour activities to support a reduction in traffic in Bridgwater and along affected corridors
- £5.16m for Bridgwater Safety and Capacity Works
- £3.175m for walking and cycling infrastructure along corridors throughout Bridgwater and surrounding area
- £500,000 as a contingency to deal with any unforeseen issues which arise in connection with traffic management and/ or parking control with the intention of limiting unauthorised parking, deterring rat running and maintaining traffic flow

A package of workstreams is being developed as follows:

- Corridor Improvement Schemes - road safety improvement measures, and walking and cycling infrastructure along corridors throughout Bridgwater and surrounding areas
- An integrated Travel Behaviour Change and Road Safety Training and Awareness Programme

The workstreams will be procured separately but they will need to complement and have regard to each other in order to

- Deal with road safety risks, in particular for non-motorised users including particular pedestrians and cyclists
- Maximise the opportunities for managing travel, in particular to encourage modal shift through increased walking and cycling
- Achieve reliability and consistency of journey times across the HPC HGV corridors during construction of HPC

A significant proportion of the contribution for Bridgwater Safety and Capacity Works will be used for strategic capacity improvements within the town but a small proportion will be allocated to undertake driver awareness training and road safety education campaigns. Together with the contribution of £1.6m to undertake travel behaviour activities, these contributions will comprise the funding to deliver the integrated Travel Behaviour Change and Road Safety Training and Awareness Programme

In 2011 the Department for Transport launched the Local Sustainable Transport Fund (LSTF) to encourage projects to respond to the challenge of growth, road congestion and inactivity by increasing alternatives to single occupancy car use. With the predicted impact on the highway network as a result of Bridgwater's growth, Somerset County Council developed a sustainable travel behaviour change strategy for the town and secured £3.9m of investment for the town. Albeit that the Hinkley Point C Behaviour Change Programme will have a different focus, the Bridgwater Way Programme is an important reference and starting point. Through focus groups in 2015, The Bridgwater Way project and brand were tested. The exercise demonstrated strong and positive recognition and affiliation to the project and brand so the intention is for the brand to be retained and evolved.

A review of successful LSTF projects has highlighted the importance of independent assurance that can draw upon a wide understanding of best practice and the latest academic literature to support defining the scope of activities as well as ongoing monitoring, and project development/ modification.

The County Council has framework contract for the provision of Conceptual Design and Development of Non-Engineered Solutions in Travel & Transportation that it is currently

intended will be used to appoint suppliers for the early delivery of the required travel demand, behaviour, and safety/ awareness activities.

Two additional workstreams are therefore envisaged:

- **Brand Development, Communication and Marketing Programme** that would involve
 - rebranding/ evolving The Bridgwater Way with associated communications and artwork
 - design activity to support messaging, producing print and collateral to support campaign promotion, script writing and recording for radio adverts, website design and delivery

- **Programme Assurance** that would involve
 - Advice on procurement
 - Review market feedback during soft market testing to provide assurance around any key themes materialising
 - Feed in knowledge of best practice and wider academic literature to the development of procurement documents
 - Identify measures for success across that would feed into contracting model
 - Tender evaluation
 - Support the evaluation of the quality submissions from suppliers during tender stage
 - Provide assurance of preferred tenderers solution, helping to identify any aspects of the proposal that should not be taken forward
 - Formal gateway reviews
 - Assist in reviewing the extent to which solutions being deployed are delivering success on the ground and where solutions need to be stopped or modified
 - Assuring the potential of new initiatives and solutions
 - Ad-hoc advice and support

The Council does not currently have access to contracts to support the delivery of these workstreams. Separate tendering processes are required for each workstream given that the supplier audience is very different.

Members consulted; members informed :	Yes
The Cabinet Member for Business, Inward Investment and Policy and the Cabinet Member for Highways and Transport are being consulted as part of the decision process and the Opposition Spokesperson and Chairman of Scrutiny Policies and Places Committee are being informed.	
Officer consultations completed:	Yes
The Lead Commissioner for Economic and Community Infrastructure is being consulted as part of the decision process, together with the County Solicitor, Monitoring Officer, Corporate Finance and Human Resources.	
The procurement model and detailed documentation have been developed in partnership with officers of the Highways and Transport Commissioning Team and the Commercial and Procurement Team.	
Senior (including statutory) officer sign off completed	
Not necessary – decision can be made at strategic manager level.	

Public / other consultations undertaken

Yes

The Strategic Manager – Major Programmes has delegated authority to commission delivery of all the Hinkley Point C S106 financial contributions after consultation with the relevant Cabinet Member.

The assessment of HPC construction traffic impacts and the associated package of proposed improvements were the subject of extensive public scrutiny through the examination of the Hinkley Point C Development Consent Order by the Planning Inspectorate. The joint Council's Local Impact Report and associated topic papers are also a matter of public record.

In depth data analysis has been undertaken during the last year to explore the challenges and opportunities that the integrated Travel Behaviour Change and Road Safety Training and Awareness Programme will need to address. The outcomes of this analysis have helped to inform the development of programme objectives and deliverables for the Programme. This exercise has been undertaken in consultation with EDF Energy and Sedgemoor District Council, and was presented/ discussed at an engagement event in June with those suppliers that are on the framework contract for Conceptual Design and Development of Non-Engineered Solutions in Travel & Transportation.

The procurement model and detailed documentation have been developed in partnership with officers of the Highways and Transport Commissioning Team and the Commercial and Procurement Team.

Financial, Legal, HR, Risk, Due regard implications considered

Yes

Contributions have been secured within the HPC Development Consent Order Section 106 Agreement that enable delivery and spend to be commissioned without financial impacts falling on the County Council.

The financial, legal, HR and risk implications will be addressed through the selection of the procurement model, the evaluation process, and through the conditions of contract. Legal advice will be sought at appropriate stages in order to protect the Council's interests.

A client side structure to support the delivery of both the Corridor Improvement Schemes and the integrated Travel Behaviour Change and Road Safety Training and Awareness Campaign Programme is being development to ensure resources are in place such that the contracts are actively and appropriately managed, that the Council is able to discharge its duties effectively, and value for money is achieved.

Due regard for impacts associated with equality and diversity and relevant human rights has been considered during the pre-application consultation phase of the HPC proposal. Each stage of consultation was assessed by Somerset County Council in terms of legal requirements and recommended guidance. After detailed consideration by the Councils directly affected by the Applicant's development and, following formal assessment (known as the assessment of Adequacy of Consultation), it was the Council's view that the consultations met the legal duties required by Sections 42, 47 and 48 of the Planning Act 2008 (as amended).

The programme arises from the need to mitigate the construction traffic impacts associated with the HPC project. These impacts relate primarily to safety, network capacity, and severance. Due regard implications of any activities will be considered through the

assessment of the responses the tendering process and at the contract letting stage.

No other due regard implications have been defined as a result of the decision to commence the procurement process.

Background papers:

- Key Decision on 25 March 2013 regarding the contributions to Somerset County Council within the Hinkley Point C Site Preparation Works and Development Consent Order Section 106 Agreements

The below has been completed:	Name(s)	Date
Relevant local County Councillors consulted where decision directly affects their Division	N/A	N/A
Relevant Cabinet Member(s) consulted (if applicable)	David Hall	27/7/16
Opposition Spokesperson informed (if applicable)	Simon Coles	2/8/16
Chairman of relevant Scrutiny informed (if applicable)	Tony Lock	2/8/16

Decision Maker

I am aware of the details of this decision, have considered the reasons, options, representations and consultation responses (where applicable) and give my approval / agreement to its implementation.

Signed:

**Name: Andy Coupe
Post: Strategic Manager (Major Programmes)
Date: 3 August 2016**