



# Energy Efficient Urban Mobility in Sunderland

Feedback report from the CASCADE Peer  
Review

Sunderland, 23-25 May 2012

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## *Executive Summary*

### **Background**

This report summarises the findings of the CASCADE peer review on energy efficient urban transport in the City of Sunderland. The peer review was performed in May 2012 by a team of 11 European experts in the fields of urban transport and energy, mainly from other European cities. It was based on the evaluation of a self-assessment report and other information provided by Sunderland City Council and a series of interviews and site visits in Sunderland to provide additional information.

The purpose of the CASCADE peer review is to provide Sunderland with an outside view on its strategies and performance in the field of urban transport and to provide recommendations for areas of improvement.

The following areas were addressed:

- Local leadership and ambitions
- Local strategies and policies
- Organisational and managerial issues
- Stakeholder and citizen involvement
- Information, knowledge and awareness
- Financing, investments and risks

Further, two specific projects, the North East Smart Ticketing Initiative and the Low Carbon Vehicle Policy were subject of the review.

### **Findings and recommendations**

Sunderland has ambitious climate goals and has initiated a large number of projects to improve its transport system, especially in the area of low-carbon vehicles. In this field, Sunderland is one of Europe's forerunners, especially considering the efforts of capacity building in manufacturing and maintenance of electric vehicles. The peers find it inspiring that the city tries to combine climate measures with its economic development strategy.

Further, Sunderland is working with key partners on sustainable travel planning and has implemented sustainable travel plans in its own organisation.

However, the transport system in Sunderland is still very car-oriented and there are some substantial challenges ahead to reach a sustainable urban transport system.

The peer review team found that the city works systematically on climate issues and has a professional and suitable organisation to implement its current local transport plan LTP3. The peer review team especially wants to applaud the planned improvements of the METRO system and the efforts to introduce a regional ticketing system. But also the comprehensive approach of capacity building in the field of electric vehicles, involving many stakeholders (including industry,

universities and colleges) deserves to be mentioned.

However, it is not entirely evident whether the suggested measures will be sufficient to achieve the city's ambitious climate goals. Especially the expected contribution of the low carbon vehicle projects to Sunderland's climate goals for 2020 is not clear. The actions of the city to achieve climate targets seem so far to have an emphasis on technical solutions, public transport and change of vehicle technology. In these areas, the city shows considerable efforts.

The peer review team found room for further efforts in the field of physical planning to reduce the need to travel and to reduce travel distances and the promotion of walking and cycling. These areas promise further potential for emission reduction that could be exploited at relatively low cost. The key recommendation of the peer review team is for the city to strengthen these lines of work to further support the current efforts of the LTP3 and the city's climate efforts.

Other key recommendations are summarised below:

- Public transport has a significant potential to increase its market share if the quality of the total system can be improved, based on a user-perspective. Potential areas of improvement are a common ticketing system, improvements in travel time and comfort. The peer review team applauds the efforts to test and introduce a regional ticketing system and the planned improvements of the METRO system and recommends to continue along these lines but also to improve the quality of service.
- There is significant potential for reduced travel demand in the region through a revitalisation of the city centre and regional hubs with a mixed-use development and quality improvements of the METRO system, potentially reducing car travel. The peer-review team applauds the city's current efforts in this area and would like to encourage further developments in the same spirit.
- Public procurement could be used more extensively as a tool to influence the market to provide more sustainable transport- and travel services.
- Walking and cycling are sustainable mode of transport that has further potential for development in Sunderland. This is true for both inner-city transport but also for longer-distances, e.g. for connecting urban nodes and suburbs and city centres. A further development of cycling infrastructure and -promotion and the walkability of the city centre is encouraged.
- Sunderland is recommended to explore possibilities of using financial instruments to both influence travel behaviour and as a funding source for sustainable transport investments to a greater extent. Examples are parking fees or levies on parking lots.

## **1. Introduction and aim**

CASCADE is a EU-funded project led by EURO CITIES, with the aim to design and deliver large-scale networking and mutual learning actions on local energy leadership among European cities. This is delivered by means of various activities for knowledge exchange between participating cities. CASCADE has three main thematic areas, all central for the future development of energy use in cities:

- Energy efficient buildings & districts
- Renewable energy policies and distributed energy generation
- Energy in urban transport

One of the formats for mutual learning used within CASCADE are *peer reviews*, where a team of experts from different European cities assess the current situation of a host city for one of the specific focal areas of CASCADE

The primary aim of peer reviews is to provide the host city with an external view on their current strategy and efforts by a team of thematic experts from different cities. The assessment identifies areas of strength and weaknesses, points out critical issues and can give suggestions for actions. A further central aim of the peer reviews is mutual learning between the host city and the members of the peer review team. The visiting peers not only share their experience with the host city and the other team members, but as importantly, gather new experience from the host city which can be transferred to their own city.

Sunderland is a medium-sized city, with a population of 283,500, on the north east coast of England. It is the largest and most heavily-populated of the five districts in Tyne and Wear. The city economy has been rejuvenated, following the decline of its traditional mining, shipbuilding and glassmaking industries in the 1970s and 80's, and it now has a substantial automotive sector centred around the Nissan plant - the UK's largest car manufacturing plant. Future growth is likely to focus on low carbon industries. Although traditionally an industrial area, it has a rich heritage and an environment which includes attractive features such as the River Wear valley and the North Sea coastline.

The City of Sunderland is signatory of the Covenant of Mayors, an active project partner in CASCADE and an European forerunner in the field of electric vehicles. During spring 2012, the City of Sunderland has hosted a peer review on urban transport.

This report summarises the findings of the peer review and provides feedback to the City of Sunderland.

The peer review team would like to thank the City of Sunderland for its attentive hospitality and for making the peer review process possible. A special thanks goes to the local organising team in Sunderland - Les Clark, Paul Muir, James Garland, Christine Hobson - for all their preparatory work.

## 2. Peer Review Methodology and Visit

### 2.1 General introduction

The peer review methodology is a method that can be used by cities to communicate and critically review each other's sustainability policy, to improve performance and provide suggestions for further progress. It also provides the opportunity to learn and share experiences, practices and ideas with participating cities during peer reviews by means of interviews with local stakeholders, workshops, field visits and presentations.

The peer review methodology involves thematic experts from different cities who together assess and comment the performance of a host city based on thematic benchmarks. The methodology consists of several steps:

- Self assessment, where the host city answers a set of questions and provides supporting documents
- Desk review, where peers from different cities analyse the information from the host city according to the CASCADE benchmark
- City visit, where a team of peers visit the host city and gather additional information by means of interviews with city staff, politicians and stakeholders.
- Feedback to the city as part of the city visit and by means of a peer review report. The feedback provides recommendations for areas of possible improvements.

### 2.2 The Peer Review Visit in Sunderland

The peer review in Sunderland took place between May 23 and 25. A preparatory meeting of the supporting team with representatives of Sunderland City Council was held on May 22.

The main reference document of the peer review was the self-assessment report delivered by the City of Sunderland well before the visit. It was distributed to all visiting peers for a desk review and as preparation for the visit. In this document, Sunderland conducted an assessment of the state of implementation of its sustainable transport policy, with a special focus on the implementation of the *Smart Ticketing Initiative* and the *Low Carbon Vehicle Policy*.

Sunderland provided additional background material: A description of North East Smart Ticketing Initiative, a description of the Low Carbon Vehicle Research and Monitoring Project with the University of Sunderland, a description of the Local Transport Plan for Tyne and Wear, a summary of key strategic documents (Sunderland Strategy 2008-2025, Sunderland Economic Masterplan 2010, Climate Action Plan, Sunderland City Council's Carbon Plan, Covenant of Mayor). Further, links to relevant documents and webpages were provided.

In order to structure both the self-assessment report and the peer review, CASCADE provided a benchmark for this thematic issue. All participating city teams delivered desk reviews on the provided information, using the CASCADE benchmark. Based on the questions arisen by the desk review, interview questions for the peer review were developed and suitable interviewees chosen.

As a main source of information, the team conducted 20 interviews with main stakeholders of the city, such as politicians and officers from relevant departments of Sunderland City Council. Besides representatives of the city council, representatives of the following organisations were interviewed:

- Tyne and Wear Integrated Transport Authority,
- Nexus - North East Smart Ticketing Initiative (NESTI)
- North East Procurement Organisation
- University of Sunderland
- North East Plugged in Places

See the appendix for a complete list of interviewees.

To get hands-on impression of the traffic situation and of some of the mobility measures introduced in Sunderland, the peer review team further conducted technical visits. Main topics of the technical visits were low carbon vehicles.

During the last day of the visit, preliminary results and recommendations were presented to representatives of Sunderland City Council. Further, a peer exchange seminar was performed, where participants shared experiences of their cities in the field of sustainable mobility and transport. Abstracts of the presentations are provided in the appendix of this report.

The members of the Peer Review Team were:

City	Team Members
Burgas, Bulgaria	Marineta Nikolova (City of Burgas), Ljubor Atanasov (Burgas Bus)
Stockholm, Sweden	Christina Akbar (City of Stockholm)
Nantes, France	Alban Mallet (Nantes Métropole),
Terrassa, Spain	Susi Lopez (City of Terrassa), Xavier Abadia (RACC)
Amaroussion, Greece	Alexandros Karvounis (City of Amaroussion)
Warsaw, Poland	Marcin Wróblewski (City of Warsaw)

The peer review team was supported and facilitated by

- Michael Koucky and David Backelin (Koucky & Partners), thematic experts on urban transport within CASCADE
- Jorgina Cuixart (EUROCITIES)

## 2.3 The CASCADE-benchmark

The benchmark for the thematic field of “Energy in Urban Transport”, developed in CASCADE, was the main reference for the peer review process. It is based on a generic benchmark on urban energy issues for all three thematic areas of CASCADE, but has been adapted to suit urban transport issues. The benchmark entails a list of criteria (‘key factors’) to assess the implementation of climate and energy policies in cities. They represent an ‘ideal’ or ‘desirable’ standard against which actual performance of a city can be compared. It addresses the following issues and indicators:

- A Local leadership and ambitions
- B Local strategies and policies
- C Organisational and managerial issues
- D Stakeholder and citizen involvement
- E Information, knowledge and awareness
- F Financing, investments and risks

The assessment according to the abovementioned benchmark was performed for the transportation strategy of the City of Sunderland as a whole. On request of the City of Sunderland, the team further looked into one more narrowly defined area in greater detail:

- Low Carbon Vehicles strategy
- Smart ticketing of public transport

Where applicable, parts of the above mentioned benchmark were used even for the assessment of this field.

### **3. Background information on the City of Sunderland**

Sunderland is a medium-sized city, with a population of 283,500, on the north east coast of England. The City covers an area of 137 square kilometres, making it the largest and most heavily-populated of the five districts in Tyne and Wear. As well as Sunderland itself, other key centres are Washington, Houghton-le-Spring and Hetton-le-Hole, in the heart of the former Durham coalfield. Although traditionally an industrial area, it has a rich heritage and an environment which includes attractive features such as the River Wear valley and the North Sea coastline.

The city economy has been rejuvenated, following the decline of its traditional mining, shipbuilding and glassmaking industries in the 1970s and 80's, and it now has a substantial automotive sector centred around Nissan - the UK's largest car manufacturing plant. It also has a significant financial services presence focused mainly upon Customer Contact Centres, which demand high bandwidth connectivity. Future growth is likely to focus on low carbon industries.

There are ambitious plans for renewal along the banks of the Wear, including a major new bridge as part of the Sunderland Strategic Transport Corridor project. Other major regeneration investments in the city include Sunderland Software Centre, the Vaux site, Washington Managed Workspace and emerging investment plans for the Enterprise Zone site located on the A19 Ultra Low Carbon Vehicle Corridor.

Sunderland is strongly committed to reducing greenhouse gas emissions and is a signatory of the Covenant of Mayors, committing to reduce its CO<sub>2</sub> emissions. Sunderland has set a target to cut the city's carbon emissions by 34% by the year 2020. Road transport is a major contributor to Sunderlands emissions, accounting for 26% of all CO<sub>2</sub>-emissions in 2007.

National transportation policy is delivered through the Department for Transport (DfT), regionally transportation policy is delivered through the Tyne and Wear Local Transport Plan.

The responsibility for local energy policies in the City Council is located in various sections of the Council:

- Office of the Chief Executive - Strategy, Policy and Performance (Economy and Place), Land and Property (Energy Conservation),
- City Services - Environmental Services, Transportation Strategy
- Health, Housing and Adult Services - Housing services (Home Energy Conservation).

Currently approximately 15 people within the organization are involved in delivering policies and projects relating to climate change and energy efficiencies. The financing of energy policies in Sunderland involves a combination of City Council resources and specific funding opportunities, which primarily fund pilot projects and demonstration activities.

Sunderland has legal obligations and responsibilities with regard to emission reduction and energy savings arising from European and national legislation and agreements, namely:

- UK's Climate Change Act 2008: A legally binding act to cut at least 80% of greenhouse gas emissions by 2050, to be achieved through action in the UK and abroad. Also a reduction in emissions of at least 34% by 2020. Both targets are against a 1990 baseline.

- Energy Act 2008: This Act provides key financial incentives for cities regarding Feed-in-Tariff (FITs), Renewable Heat Incentive (RHI) and revised Renewables Obligation.
- Planning Act 2008 (on national level): Cities have a legal commitment in planning terms to promote sustainable development (e.g. a building code for energy savings, which is still voluntary)
- UK Renewable Energy Strategy 2009: Sets out how the UK will deliver the 2009 EU Climate and Energy Directive in order that it can supply 15% of all energy from renewable sources by 2020.
- Local Transport Plan 3: Each local authority must ensure that sustainability is a core objective of their LTPs. In addition, major employers and developers must produce Green Travel Plans to promote the wider take-up of sustainable modes of transport as well as other low carbon initiatives.
- Covenant of Mayors (signed by Sunderland in February 2009)

## 4. *The Assessment*

The following chapter describes the key factors and reviews them with regard to the City of Sunderland's overall local transport and energy policy. It also contains the conclusions and recommendations given by the peer review team.

The fields of Low Carbon Vehicles Strategy and Smart Ticketing are treated in greater detail in the end of this chapter.

### 4.1 A - Local energy leadership and ambitions

#### Description of key factors

The legal options for cities differ from country to country. But within the existing legal framework cities can be pioneers and even exceed national standards. The related key factors cover the issues concerning the role of the administration in the entire city: political commitment, use of regulatory capacities at local level, consistency of strategy and cultural affinity to innovative projects.

The benchmark "Local leadership and ambitions" covers the following key factors:

**A1** The city has a political commitment towards energy efficiency in transport and more sustainable transport and this is translated into realistic and achievable targets.

**A2** The city is fully using its regulatory capacities at local level to set ambitious policies for energy in urban transport exceeding standards at European, national and regional level.

**A3** Upcoming investments in transport infrastructure planned for the near future are consistent with the city's long-term goals and visions in the field of energy.  
New political agendas do not affect this commitment.

**A4** The city has developed or supported innovative (pilot) projects in the field of sustainable transport in which the city has set an example as a role model for citizens and also for private investors.

## Review and evidences

### A1: Political commitment

The City of Sunderland has shown clear evidence of political commitment towards reducing its greenhouse gas emissions. It has joined the *Covenant of Mayors*, committing to reduce its CO2 emissions and has ambitious goals to reduce CO2-emissions by 34% by 2020 and 80% by 2050, with 2005 as baseline.

The city has a long-term strategy till 2025 with realistic and well-defined goals and targets. Progress is fed back to political leaders: Two policy reviews (overseen by local politicians) relate directly to local energy policies and sustainability. The first policy review on the low carbon economy was conducted in 2010/11, by the Prosperity and Economic Development Scrutiny Committee, and produced a series of recommendations to be taken forward. A further policy review on sustainable modes of transport has been undertaken in 2011/12, overseen by the Environment and Attractive City Scrutiny Committee.

Whilst the city's climate goals base on national goals and the production of Local Transport Plans is a legal requirement for cities in the UK, the peer review team found that Sunderland goes further than that. Especially the city's ambition to combine climate goals and economic growth to create a "hub for low carbon economy" shows a progressive spirit to turn challenges into opportunities.

We are however not certain whether the entire city organisation is fully aware of the implications of the city's ambitious climate goals on transportation and whether the city's goals and targets in the field of sustainable transport are fully considered in every day planning and operational decisions.

### A2: Ambition of policies

Sunderland has set ambitious goals and policies in the field of greenhouse gas emissions. A key evidence is the commitment to reduce CO2-emissions by 34% by 2020 with 2005 as a baseline. This general reduction goals defined in the local SEAP and covering the field of transport as well are exceeding the goals from the Covenant of Mayors. The goals are in line with the national goals for the UK, thus not exceeding these. However, one has to note that the UK has ambitious climate goals on a national level.

Sunderland's Economic Masterplan, launched in October 2010, sets the economic vision for the city, with - as is it defined in "Aim 2" - aspiring to make Sunderland "a national hub of the low carbon economy". Both the Sunderland Partnership (a city-wide community partnership) and the Economic Leadership Board (business leaders), operating at a strategic level, support the Masterplan's objectives. This can be seen as evidence that Sunderland has ambitions that go beyond national goals, especially when it comes to translating goals into actions.

More specifically on transportation, the policies lack detail in certain fields. Focus seems to be on improving the energy efficiency and carbon footprint of vehicles, expressed by the emphasis on

electric vehicles. Policies and goals in the fields of traffic-demand reduction, non-motorised transport and change of modal split seem less explicit and ambitious.

The peer review team was uncertain whether the proposed actions in the field of transportation will be sufficient to reach the climate ambitions of the city.

### **A3: Upcoming investments are consistent with the city's long-term goals and visions?**

There is evidence of investments in electric vehicle infrastructure and improvements for public transport (ticketing and substantial investments in public transport infrastructure (METRO)).

The Local Transport Plan 3 (2011-2021) is one of the main measures in the field "Energy in Urban Transport". Its aim is to show how transport can address some of the key challenges of the area, including economic regeneration, climate change, equality of opportunity, safety, security, health and quality of life. Sustainability is one of three core objectives of the plan.

The time horizon of the LTP3 ensures continuity of efforts and measures and the legal obligations for UK cities to provide and implement a local transport plan limits the risk of fundamental changes of direction.

The Sunderland Strategic Transport Corridor, including the New River Wear Crossing, is seen as fundamental to the economic sustainability and growth of Sunderland's urban core. However, it is not certain if all planned transport investments are fully consistent with the city's long-term climate goals. Some of the planned investments can be seen as primarily improving the accessibility for car traffic rather than for more energy efficient modes of transport. It is further not clear whether all transport investments are in line with the goals to reduce travel demand and to increase the competitiveness of sustainable transport modes.

### **A4 Innovative projects in the field of sustainable transport**

The peer review team found ample evidence of projects in the field of sustainable transport, mainly in the field of electric vehicles. Examples are pilot programmes such as Plugged in Places, Switch EV, electric bus deployment and commercial vehicle procurement. These measures include the development of a regional purchasing approach to low carbon vehicles, an introduction of a hybrid electric bus route (September 2011) and piloting the deployment of electric cars (2 Nissan Leaf electric vehicles procured in April 2011). Various projects are underway, all at different stages of implementation, to develop skills and experience. The city is further engaged in NESTI (North East Smart Ticketing Initiative) to introduce an improved ticketing service for public transport in the region. The peer review found some evidence of efforts to increase walking and cycling, but only in a more limited scope and little evidence of efforts to promote car-sharing and car-pooling.

## Overall:

As an overall assessment, the City of Sunderland has set ambitious goals and has an impressive set of on-going projects. We find it inspiring that the city tries to combine climate measures with its economic development strategy.

However, measures in transportation are still very car and technology oriented and there are some substantial challenges ahead to reach a sustainable urban transport system. Sunderland still has significant potential to increase the modal share of public transport and non-motorised transport and reduce travel demand. It is not given that the on-going and planned transport measures will be sufficient to reach the city's ambitious climate targets.

## Recommendations

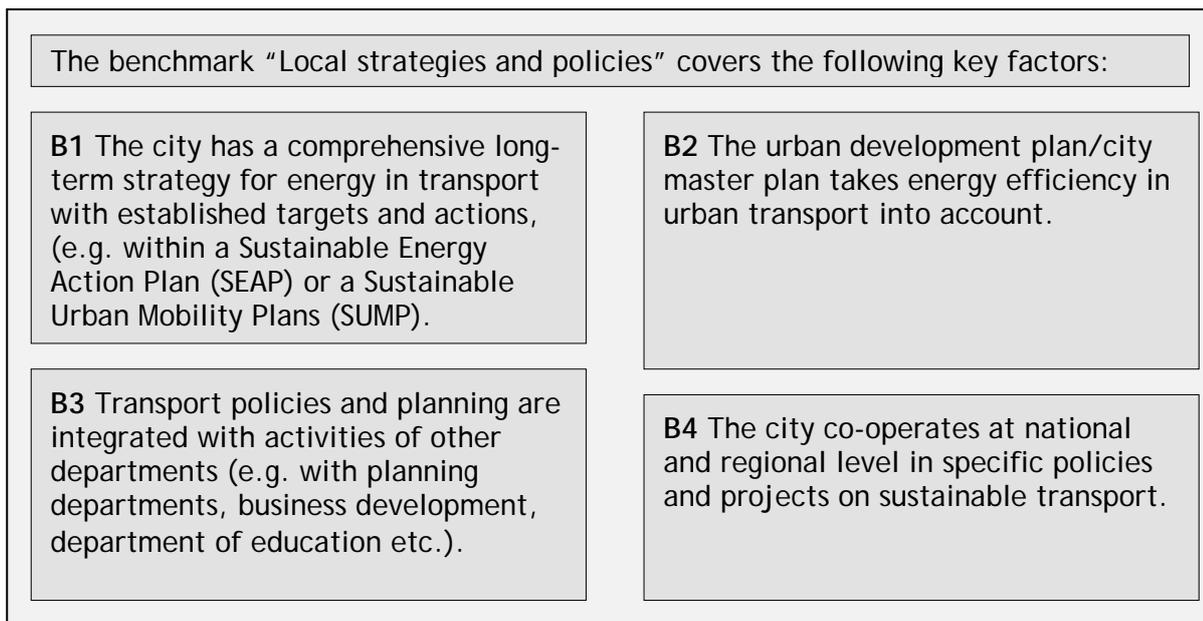
The peer review team would like to applaud the City of Sunderland for its ambitious goals and its efforts, especially in the field of low carbon vehicles. To facilitate to reach the city's climate and energy goals the following recommendations can be formulated:

- Continue with your efforts and projects in the field of low carbon vehicles
- Explore the possibilities of travel demand management further, e.g. through land use planning supporting short distance accessibility and accessibility by walking, cycling and public transport.
- Set explicit goals for changes the modal split, increasing walking, cycling and public transport. Try to mitigate the expected rise in car use and ownership by offering attractive alternatives.
- Try to quantify to what extend the current measures can contribute to reach the climate goals and what additional efforts are necessary.

## 4.2 B - Local strategies and policies

### Description of key factors

The cluster “Local strategies and policies” addresses the city’s local transport strategies and policies with a special focus on policy integration. The related key factors are:



### Review and evidences

#### B1: Long term strategy

The peer review team found satisfying evidence in several strategic documents for energy in general and transport in particular, namely the Local Transport Plan, an updated Carbon Plan, the Climate Change Action Plan and the Local Transport Delivery Plan:

The updated Carbon Plan 2012-2020 to establish activities and targets for the period 2012-2020. Buildings are the primary focus here but renewables and transport are addressed, too.

The Climate Change Action Plan was elaborated in 2008 and refreshed in 2010. This revision aligns Sunderland's carbon emissions target both with the UK Low Carbon Transition Plan and the EU Covenant of Mayors initiative. Sunderland’s emission reduction target is a 34 % reduction of CO<sub>2</sub> by 2020 compared to 2005 and a 80 % reduction by 2050 compared to 1990.

Local Transport Plan 3: Each local authority must ensure that sustainability is a core objective of their LTPs. In addition, major employers and developers must produce Green Travel Plans to promote the wider take-up of sustainable modes of transport as well as other low carbon initiatives.

## **B2 Urban development planning and transport planning are coordinated**

The city tries to revitalise the city-centre, which will reduce the need for transport and increase the overall attractiveness of sustainable transport modes.

However, it is was not clear to the peer review team to what extent land use planning is fully integrated with the transport and climate strategies and whether urban and regional planning is actively used as a tool to reduce travel demand and to increase the use of sustainable modes like public transport, walking and cycling. The peer review team found evidence of links between the Regional Spatial Strategy, but little evidence that the impact on transportation is systematically reviewed in local urban planning and that new developments are planned with priority on accessibility by public transport, walking and cycling.

The concentration of the Enterprise Zone for the North Eastern Local Enterprise Partnership close to the Nissan manufacturing plant promises a concentration of workplaces that facilitates for public transport and more efficient goods transport, though.

## **B3 Integration with activities of other departments**

The peer review team found clear evidence of the integration of the transport strategy with other departments and sectors. The Local Transport Plan 3 is an integrated plan which aims to show how transport can address some of the key challenges within the city including economic regeneration, climate change, equality of opportunity, safety, security, health and quality of life. Sustainability is one of the three core objectives. There is a strong link between the LTP and other strategic documents such as the Sunderland Economic Masterplan, the Local Development Framework & Core Strategy, and the Regional Spatial Strategy.

The Sunderland Economic Masterplan is the city's economic strategy, of which one of the four key aims is to develop the city as 'a national hub of the low carbon economy'. Within this there is a focus on low carbon place and business, including the development of an Ultra Low Carbon Vehicles strategy. The city thus strongly links economic development strategies with the development of more climate friendly transport. The integration with the educational and research sector is evident in the training- and educational offers in the field of for low carbon vehicle.

Further, there is evidence of mobility measures in the educational sector as a clear majority (115 out of 123) schools in the city have sustainable travel plans.

However, little evidence of integration between transport planning and the health sector has been found. The peer review team found little evidence that health aspects of transport choices are considered in transport planning or are used in communication and motivation. With health aspects not only air quality and noise issues are meant here, but most importantly, the health effects of active travel. Recent research shows that the way we travel on a regular basis has significant health impacts. Increases in active travel (walking, cycling) therefore have a significant

potential impact on public health.

#### **B4 Co-operation at national and regional level**

Tyne and Wear has a series of established governance arrangements for the development of transport policies and strategies in the region. These are a legacy of the close working arrangements the partners enjoy as part of the Local Transport Plan process. This delivery plan, together with the delivery plans for the other three shared priorities (Congestion, Road Safety and Accessibility), is subject to the same governance arrangement. This ensures that “ownership” of the plan is clear and the various stakeholders responsible for its development and subsequent delivery are able to contribute fully to the implementation process.

The peer review team found evidence of successful and structured co-operation in the field of transportation the regional level. Regionally transportation policy is delivered through the Tyne and Wear Local Transport Plan and regional public transport is provided by Nexus, the Tyne and Wear Passenger Transport Executive that administers funds on behalf of the Tyne and Wear Integrated Transport Authority.

Further examples of regional co-operation is the NESTI-programme (North-East Smart Ticketing Initiative) which was initiated by and consists of 12 local authorities in the region.

Employers are involved in the implementation of the transport strategy by means of Transport Plans. The LTP3 is further in line with the national transport policy for the UK

#### **Overall:**

The peer review team found that Sunderland has well developed plans and strategies. The low carbon strategy is strongly linked to strategies for economic development and the regional cooperation in the field of transport strategies and public transport is well developed.

However, it is not clear to what extent local land use planning is fully integrated with the transport and climate strategies and if urban and regional planning is actively used as a tool to reduce travel demand and to increase the use of sustainable modes like public transport, walking and cycling. Some evidence of activities to increase the public awareness of sustainable transport and travel demand management has been found, but only little on a strategic level. Strategies seem to focus on technical solutions and improvements and less on influencing travel behaviour and preferences and changes in modal split. There might be unexplored opportunities in this field.

#### **Recommendations**

- The link between urban planning and transport planning could be made more explicit and land use planning could be used even more as a means to achieve transport goals.
- Strategies to work with public awareness and to influence travel behaviour and modal choice could be used to a greater extent.
- Travel demand management and the increase of energy sustainable modes of transport (walking, cycling, PT) should receive more attention. Today, focus is on low carbon vehicles

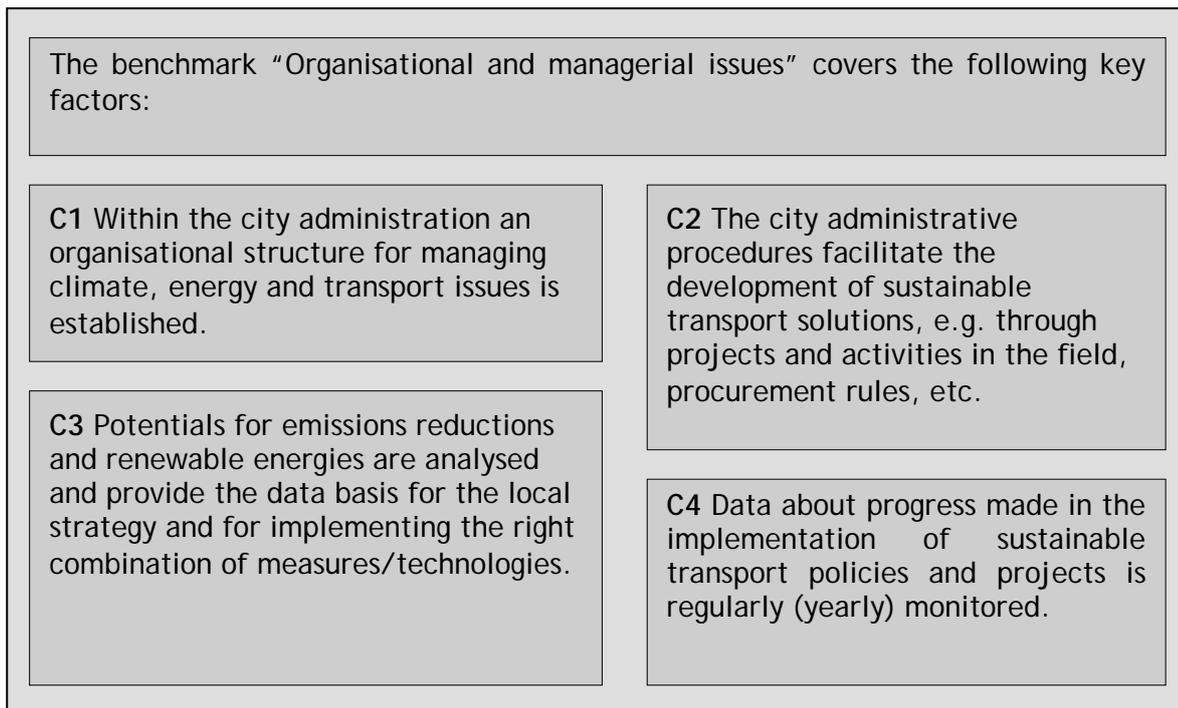
which, while promising, has not the potential to quickly improve the sustainability of transport in Sunderland.

- The link between public health and transportation could be developed more prominently. Active travel offers the opportunity for significant synergies between transport and public health policies. The potential financial benefits of active travel for the health sector should be considered.
- The link between schools, urban planning and transport planning could be developed further, both in terms of location of schools but also by developing travel plans for schools and measures to stimulate sustainable travel to school for both pupils and staff.

### 4.3 C - Organisational and managerial issues

#### Description of key factors

With regard to energy and climate issues it is necessary to overcome the traditional disciplinary separation of organisational structures in municipalities in order to develop integrative solutions. Therefore, the key factors especially address organisational and managerial issues with a special focus on monitoring:



#### Review and evidences

##### C1: Organisational structure

The peer review team found clear evidence of an established organisational structure for climate and energy issues. Currently there are approximately 15 people within the organization, involved in delivering policies and projects relating to climate change and energy efficiencies. This includes officers working in the following areas:

- Policy and Strategy (Transport, Housing, Sustainability and Planning)
- Financial Resources
- Energy efficiency in Civic Buildings
- Transportation and Electric Vehicles
- Business and Investment

Transport and Engineering services within Sunderland City Council are delivered by Street Scene with the City Services Directorate. Sustainable transport schemes and measures are co-ordinated and delivered by the following work streams within Street Scene: Highways and Transportation and Network Management and Operations

The peer review team found evidence of good teamwork with responsible politicians and an organisation with knowledgeable and motivated individuals. However, the team found an emphasis on technical knowledge and solutions and little evidence of structures and staff to work with behavioural issues such as modal choice and mobility management. Further, there seems to be no climate office or similar organisation that is responsible for and coordinating climate actions across the entire municipality. The people involved in sustainable transport seem spread over different parts of the organisation with limited exchange or coordination. Considering the ambitious goals of Sunderland, the peer review team further fears that the city is understaffed for work with sustainable transport.

### C2: Procedures

The peer review team found evidence of procurement practices to support sustainable transport solutions and a substantial number of projects and activities to implement the LTP3. There is further evidence of good cooperation with other departments as finance and economic development. It is however not entirely clear whether the responsibility for carrying out the planned actions and achieving climate targets in the transport sector has been clearly appointed.

Concerning the administrations internal travels and staff journeys to work, Sunderland has introduced workplace travel plans for all main Council buildings and is thus actively working on minimising the environmental impact of these journeys. The peer review team has not evaluated the effectiveness and impact of these plans.

The peer review team has found little concluding evidence whether Sunderland is fully using its possibilities to routinely include sustainable transport and energy aspects in public procurement and in urban planning. Examples would be environmental demands on goods transport for all purchases, demands on emission/energy efficiency levels when procuring vehicles, demands on accessibility by public transport for new developments etc.. Further, little evidence could be found on whether Sunderland takes action to minimise the environmental impact of its own travels and staff journeys to work and thus acts as a forerunner amongst local employers. This could for example be achieved by internal travel policies, travel plans, travel demand management and incentives.

### C3: Analysis of potential of measures

There is evidence that Sunderland assesses the overall emission reduction impact of measures, especially for the 2012 review and refreshment of the Climate Change Action Plan.

The LTP3 sets the context for investment in strategic and sustainable transport infrastructure in the city. A wide range of pilot programmes have been funded or are under development including Plugged in Places, Switch EV, electric bus deployment and commercial vehicle procurement. These measures include the development of a regional purchasing approach to low carbon vehicles, an

introduction of a hybrid electric bus route (Sept 2011) and piloting the deployment of electric cars.

However, the peer review team found only little evidence that the potential for emission reductions for all measures has been thoroughly analysed and set into the context of the city's climate goals. Whilst interesting and promising pilot projects, it is not evident to what extent the implemented projects will ensure the achievement of Sunderland's climate goals. There seems to be little consideration and analysis of potential of alternative solutions to transport problems such as travel demand management, increased capacity and attractiveness of alternative travel modes, economic incentives etc. An analysis of the potential for CO<sub>2</sub>/energy demand-reduction of measures should form the basis for the local strategy and for implementing the right combination of measures/technologies.

#### C4: Monitoring of progress

Annual progress reports have been prepared by Sunderland City Council's Sustainability Team (not for 2011). This included preparing annual progress reports, and revising the action plan every 5 years. Following the Council's recent restructuring, this remit has now passed to the Strategic Policy function. Following delays in the implementation of the new structure, the next annual review will be completed during 2012. To assist this process, various partnerships and groups have responsibility for reporting progress. It is proposed that the next CCAP review will identify data sources to monitor sustainable transport policies and projects.

Regional transport monitoring groups ( Tyne and Wear LTP Monitoring Groups) are established to monitor trends in e-g- transport usage and evaluation of the effectiveness of transport policy.

#### Overall:

The peer review team found an established organisation with knowledgeable and motivated individuals and evidence of good teamwork with responsible politicians. Mechanisms for regional cooperation are well developed, e.g. through the Integrated Transport Authority, common transport plans etc.

However, It is not entirely clear whether the responsibility for carrying out the planned actions and achieving climate targets in transportation has been clearly appointed. We fear that the city is understaffed for work with sustainable transport, considering the ambitious goals and that the potential of land-use planning and non-technical solutions (mobility management, marketing) to achieve the city's goals is not fully exploited. It is further not clear whether the CO<sub>2</sub>-reduction-potential and scalability of all measures is properly evaluated before implementation.

#### Recommendations and areas of possible improvements

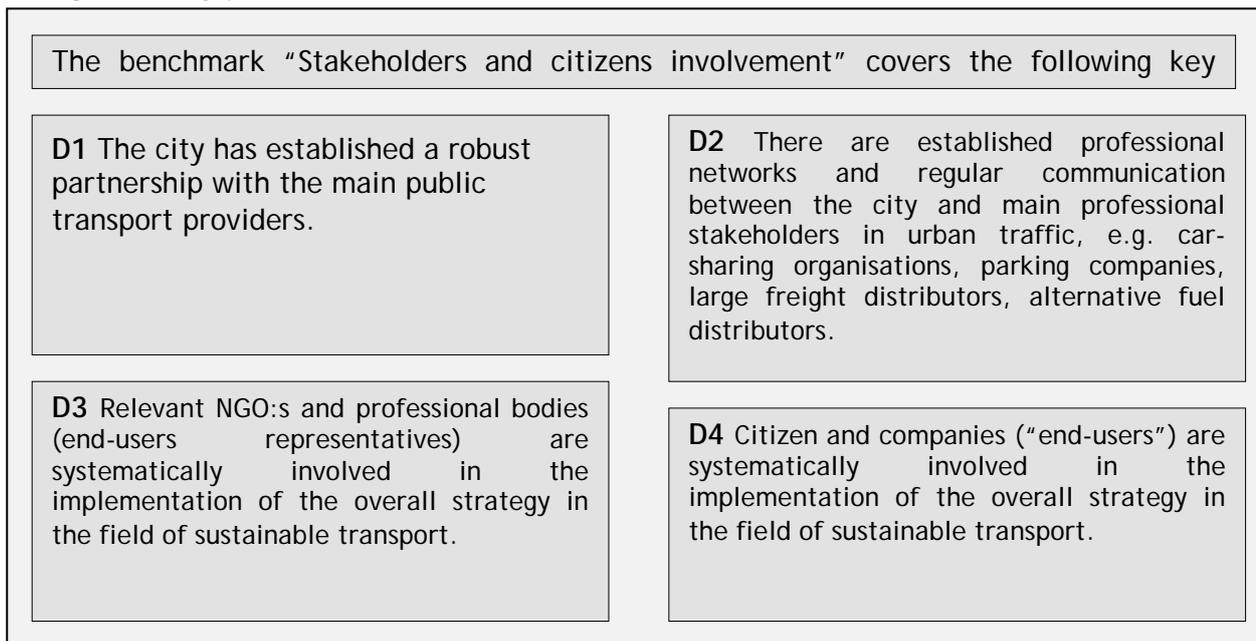
- Sunderland is recommended to a greater extent consider to include soft measures such as mobility management, marketing but also financial incentives to its arsenal of measures to achieve its climate goals.
- Additional staff with specific know-how in the fields mentioned above might be needed at city council.

- Sunderland is recommended to use its possibilities to routinely include sustainable transport and energy aspects in public procurement. Examples would be environmental demands on goods transport for all purchases, demands on emission/energy efficiency levels when procuring vehicles etc.
- Sunderland should be a local forerunner to minimise the environmental impact of its own travels and staff journeys and communicate its efforts and progress.
- The potential impact on energy-use and GHG emissions of each project should be estimated and its cost-efficiency in terms of GHG emission reduction be evaluated to be able to prioritise efficient measures. Also the scalability of measures and their potential contribution to achieving the city's goals should be evaluated.

#### 4.4 D - Stakeholders and citizens involvement

##### Description of key factors

There is a need to involve professional stakeholders and citizens in order to promote sustainable urban mobility. Partnerships, professional networks and information campaigns are approaches to involve social groups into the city's strategy on sustainable urban mobility and to motivate them to change mobility patterns.



##### Review and evidences

##### D1 Partnership with the main public transport providers.

Regionally public transport is co-ordinated by Nexus on behalf of the Tyne and Wear Integrated Transport Authority. Nexus manage the delivery of transport such as bus services and light rail (Tyne and Wear Metro System) in Sunderland and the Tyne and Wear region. Nationally, the rail network is managed by Network Rail.

Sunderland City Council has established links and arrangements with these organisations to ensure the delivery of public transport services within Sunderland.

Sunderland has further a direct role in the Tyne and Wear Integrated Transport Authority which is made up of elected Councillors from all the districts within Tyne and Wear and specialist support staff. Sunderland is represented by four councillors of a total of 16 in the authority.

Local public transport is operated by commercial bus operators. Dialogue and partnerships with some of these operators do not seem to be straightforward in all cases. There is no formal obligation for operators to get involved in a dialogue with the city.

## **D2 Networks and communication with main professional stakeholders in urban traffic**

There are several established networks for exchange with professional stakeholders, e.g. the freight partnership, the travel plan group and with regional public transport authorities (see D1). These groups are consulted when setting targets and goals.

However, the peer review group found no evidence of established networks and regular communication between the city and commercial public transport operators.

## **D3 NGOs and professional bodies (end-users representatives) are systematically involved**

The peer review found evidence of involvement that these groups are involved in the process. The local transport plan (LTP3) was subject to widespread public consultation, including end users, NGOs and professional bodies.

The Sunderland Partnership (a city-wide community partnership) and Economic Leadership Board (business leaders) operate at a strategic level and are regularly consulted on major regeneration and transportation projects. There is evidence of project cooperation with the cycling NGO Sustrans.

Further, the peer review team found evidence of extensive involvement of and cooperation with Sunderland University, the skills academy and industrial stakeholders, mainly in the field of low carbon vehicles.

However, there are indications that key stakeholders sometimes are missed in the planning process. As an example, stakeholders in the freight sector have not been involved in the design of the new strategic corridor. Further, no evidence of a systematic involvement of public health organisations in developing and implementing mobility policies has been found.

## **D4 Citizen and companies (“end-users”) are systematically involved**

The peer review team found evidence of systematic involvement of citizens, mainly in public consultations. The Sunderland Economic Masterplan and LTP3 were both subject to extensive public consultation, including the business community and end users. Ten private sector business leaders, representing some of the major companies in the city, are members of Economic Leadership Board and are regularly consulted on major regeneration and transportation projects. It has been impossible for the peer review team to establish if the results of public consultations have been used to influence the choice and prioritisation of measures.

Major employers and developers must produce Green Travel Plans to promote the wider take-up of sustainable modes of transport as well as other low carbon initiatives, thus supporting the achievement of the city’s goals.

**Overall:**

The peer review team found evidence of well-established routines and networks for stakeholder involvement. The cooperation with Sunderland University, the skills academy and industrial stakeholders in the field of low carbon vehicles deserves applaud.

**Recommendations and areas of possible improvement**

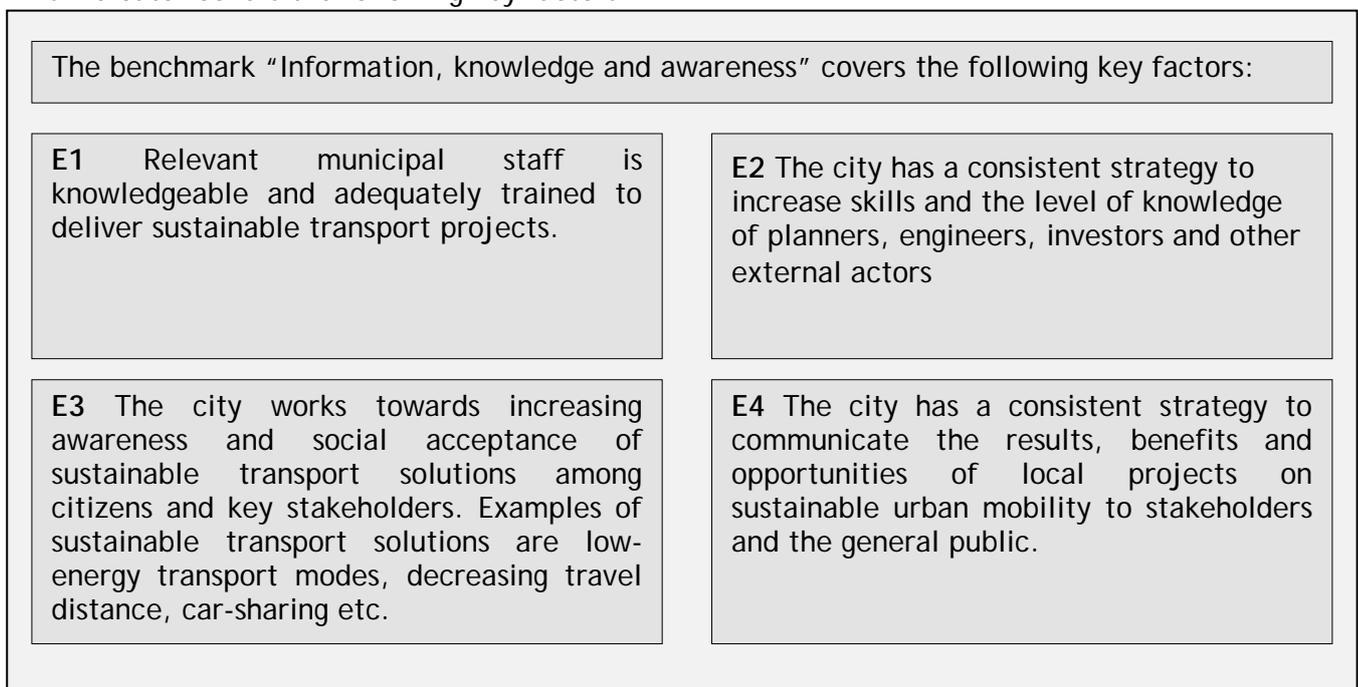
- Continue with and extend the efforts of actively involving citizens, NGO:s and companies in mobility issues.
- Consider establishing systematic cooperation with representatives for the public health sector for the promotion of active travel.
- Establish a more profound dialogue with commercial bus operators in the city.

## 4.5 E - Information, knowledge and awareness

### Description of key factors

Even though information and knowledge is a rather “soft” factor, it is the basis for stakeholders and the general public to contribute to the city’s strategy on sustainable mobility. The development of technologies, regulation and scientific findings proceed rapidly, hence it is essential for the municipal staff to improve their skills continuously. Information of a wider public is a key element to achieve acceptance for sustainable mobility policies and measures.

This indicator covers the following key factors:



### Review and evidences

#### E1: Competence of staff

The peer review team found knowledgeable, dedicated and motivated staff. Sustainable Transport projects are delivered through the Highways and Transportation / Network Management and Operations teams within the City Services Directorate. Appropriate personnel and resources are managed within the Directorate to ensure the delivery of projects, with appropriate training and development provided to suit the needs of the organisation.

However, the peer review team found that most staff involved in sustainable transport project has a technical/engineering background and little evidence could be found on expertise and capacity in behavioural change, communication, travel demand management and soft measures in general.

#### E2: Competence building

The peer review team found evidence of capacity building by training and sharing of knowledge and experience in the implementation of sustainable transport projects through networking with local and regional stakeholders, such as the University of Sunderland and Local Authority partners. Information sharing is also available through professional organisations and bodies such as the Local Government Technical Advisors Group, TAG North East, the Chartered Institution of Highways and Transportation and the Institution of Civil Engineers. Sunderland has further participated in several European or national projects for development of sustainable transport, which also can be considered as capacity building.

Where appropriate the training and development of staff is completed in-house.

However, the peer review team has found little evidence of systematic efforts to raise knowledge and awareness on the city's goals and plans in the field of sustainable transport within the city administration beyond the groups directly involved.

### **E3 & E4: Communication, increasing awareness and social acceptance of sustainable transport solutions**

The peer review team found evidence that the City Council has conducted a range of communication campaigns relating to energy and sustainability policies, mainly on climate change on a more general level.

Specifically for transport, various initiatives to raise awareness of low carbon vehicles, e.g. demonstration offers, making charging points and vehicles visible to the public etc, have been taken. Further, there is evidence of initiatives to raise knowledge and awareness of stakeholders, e.g for company travel plans or cycling campaigns.

At the time of the review, Sunderland planned to develop the Low Carbon City Champions Initiative. This initiative will highlight the efforts of those organisations already working to reduce their carbon footprint and seeks to support and encourage those who haven't yet started to address their carbon emissions.

However, this initiative had not been started at the time of the review. The peer review team found little evidence of a coherent, long-term communication and awareness raising strategy that reaches out to inhabitants and communicates the need for sustainable transport solutions and the goals and plans of the city. Little evidence could be found on whether the city communicates what progress has been achieved and the results of specific projects and the achievements to the public.

### **Recommendations and areas of possible improvement**

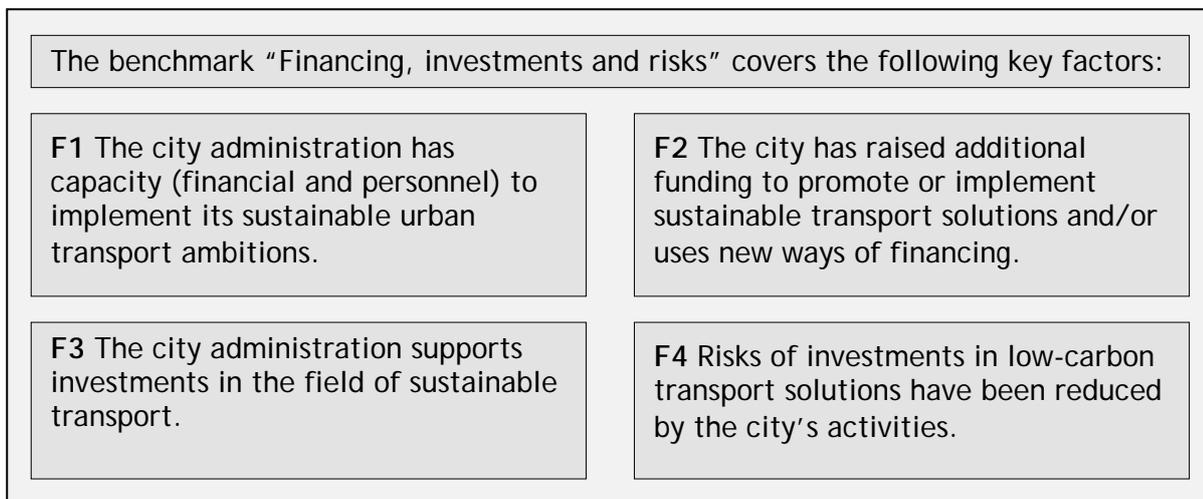
- Consider to increase expertise and capacity in non-technical areas that are important in the field of sustainable transport e.g. in behavioural change, communication, travel demand management and soft measures in general.

- Ensure that the entire city administration and external stakeholders are well aware of the city's goals and planned efforts in climate and transportation and of the implications of these goals.
- Develop and implement the Low Carbon City Champions Initiative and other efforts to raise awareness.
- Communicate the city's goals, efforts and achievements to the general public on a regular basis.
- Consider involving emotional aspects in addition to rational arguments in marketing and communication of sustainable transport options.

## 4.6 F - Financing, investments and risks

### Description of key factors

The final cluster of factors focuses on financial and investment issues. What are the resources the city has made available for investments and maintenance of sustainable mobility solutions? What activities have been developed to reduce investment risks and to initiate additional private investments?



### Review and evidences

#### F1 Financial and personnel capacity

The peer review team found evidence of substantial financial commitment towards sustainable transport. A substantial part of the transport budget is dedicated to sustainable transport modes. Examples are the Tyne and Wear LTP Capital Programme Schemes, Local Sustainable Transport Fund, Green Bus Fund (Service 700 Sunderland Connect), Plugged in Places Programme / Charge Your Car and the procurement of electric vehicles. Further, substantial investments in sustainable transport are planned, mainly the improvements of the Metro system. This indicates that the City Council, in spite of current austerity measures, continues to prioritise investment in sustainable urban transport projects.

For some major investment schemes (Sunderland Strategic Transport Corridor including new Wear Bridge), it is not entirely evident whether it will contribute to achieving the city's sustainable transport and climate goals or whether it might contribute to improved accessibility for car traffic.

Funding for planned projects in the LTP3 is secured for a 5-year period. However, it was not evident to the peer review team whether the available funding is sufficient to finance all necessary measures to achieve the city's goals and targets.

Concerning staff capacity, the peer review team is uncertain whether the city has sufficient capacity to implement its ambitious goals. Especially in the fields of communication and soft mobility measures, capacity seems lacking.

## **F2 Additional funding**

The peer review team found evidence of good knowledge of alternative funding sources and a high level of activity to secure external funding. Additional funding has been secured by the City of Sunderland for several sustainable transport projects. Sources of funding include the Department for Transport, Private partners such as Nexus, Plugged in Places programme etc. Further, Sunderland has secured EU-funding by participating in European projects.

However, these funding sources are usually limited to pilot projects and not for implementation on a larger scale and in the long term.

Other, more stable sources of additional funding such as Tax incremental financing, RHI, road charging or earmarked parking fees, emission specific parking fees or co-financing of mobility measures by developers are still to be fully investigated.

## **F3 & F4 Support of investments in the field of sustainable transport, reduction of risk of investments**

The peer review team found evidence that the City Council continues to support investment in sustainable transport projects, through its Capital Strategy and by securing funding from external sources, such as through the Department for Transport (DfT) and other special funding programmes. For example, the Council contributed £234k for the purchase of hybrid buses operated by a private bus company.

However, the peer review team found little evidence of direct or indirect financial support for investments in sustainable mobility aimed at individuals, e.g. differentiated parking fees for low-carbon vehicles. The peer review team is however aware of that the possibilities for offering such support are limited for the City Council.

Further, little evidence could be found that Sunderland uses public procurement as a strategic tool to influence suppliers to invest in and offer sustainable transport solutions. Examples could be environmental demands on transport emissions when procuring transport services or goods that involve delivery.

## **Recommendations and areas of possible improvement**

- Continue to search for additional funding for sustainable transport measures. Consider external funding sources not only for one-time investments, but also for more continuous funding. Possible examples are: Tax incremental financing, RHI, road charging or earmarked parking fees, emission specific parking fees or co-financing of mobility measures by developers.
- Explore possibilities of using financial instruments to both influence travel behaviour and as

a funding source for sustainable transport investments. Examples are parking fees or work-place parking levies.

- Explore possibilities to motivate developers to co-finance investments in sustainable mobility measures when building new properties, e.g. by conditions in the building permit.
- Continue to actively explore the possibilities to use EU funding opportunities.
- Explore the possibilities to influence suppliers by environmental demands on transport emissions in public procurement, e.g. when purchasing transport services or delivery of goods. Examples of such demands can e.g. be found in the Swedish cities of Stockholm and Gothenburg.

## 5. *Specific projects*

Besides the general assessment presented above, two specific projects were part of the review by the peer review group: NESTI, The North East Smart Ticketing Initiative and the Low Carbon Vehicles Policy. The findings for these projects are presented below.

### 5.1 The North East Smart Ticketing Initiative

The North East Smart Ticketing Initiative is a programme which aims at introducing a region wide smart ticketing system on all public transport. The overarching goal is to facilitate the use of public transport for the traveller by providing a single smart “pay as you travel product” that can be used on trains and busses run by different operators.

The Tyne and Wear Integrated Transport Authority is the lead authority, NEXUS acts as a Programme manager. 12 authorities participate in the programme, which has a funding of 10 M£.

The peer review team found NESTI:

- a successful initiative, despite the challenges posed by the multitude of pt-operators
- a good first step for an integrated and coherent public transport system.
- a (relatively) low cost measure that facilitates the use of public transport and adds convenience for the user.
- a gradual introduction of the system to users and systematic evaluation of user behaviour and satisfaction, bedding for successful implementation on a large scale.
- a large degree of regional cooperation and integration.

However

- Funding is only secured until 2015
- Public transport operators are not contributing financially.
- Smart ticketing is a good first step towards a more user friendly and coherent public transport system, but further efforts need to be taken.

### Recommendations and areas of possible improvement

- Continue the introduction of an integrated ticketing system in the region. Inspiration and examples of technical, organisational and financial solutions can be found in many central European regional ticketing systems, e.g. the public transport ticketing system for the larger Zurich area (Switzerland, Zürcher Verkehrsverbund ZVB).
- Try to find funding methods that ensure the long-term viability of the system, e.g. by financial contribution by the operators. Ideally, the integrated ticket should in the long run entirely replace the individual operators ticketing systems.

## 5.2 Reflections on public transport

The peer review team made some general reflection on the public transport system in Sunderland, based on the teams (limited) experience by site visits and by testing the local public transport system and would like to share the following point with the City of Sunderland:

- The current public transport system in Sunderland offers relatively low quality regarding user friendliness, speed, comfort, intermodality, convenience and identity compared with European best practice.
- The bus system is confusing and not easy to use for untrained travellers
- Travel speed for local buses is slow, busses with one door only for entry and exit cause unnecessary delays at stops.
- Bus congestion on some roads is caused by uncoordinated routes by different operators.
- There is significant potential to increase the competitiveness of public transport by creating a coherent, user focused system, smart ticketing, increased travel speed and comfort and additional features as on-board internet.
- There are significant investments (300 M€) in the Metro-system planned, offering the possibility to give a boost to public transport in the region, especially if this is combined with creating more integrated and comprehensive pt-services.
- There is a will to seriously look into the possibilities of quality contracts. The peer review team strongly recommend to look into solutions that allow for a regional public transport system that is focusing on ease of use, quality, coherence and speed. Quality contracts might offer these possibilities

### Recommendations and areas of possible improvement

- Look further into the possibility to use quality contracts in public transport procurement.
- Push further on the creation of a single, smart ticketing system embraced by all operators in the region to create a user friendly and - to the passenger - less fragmented and complicated public transport system.

### 5.3 Low Carbon Vehicle Policy

Sunderland has a strong commitment to the introduction and promotion of electric and low carbon vehicles. The peer review team made the following observations:

- Sunderland has introduced dedicated parking and free charging for EVs which is an indirect economic incentive to invest in an electric vehicle.
- Sunderland takes a forerunner role and is investing in LCVs for its own fleet and is finding innovative solutions to accommodate this investment within the restrictions of its budget.
- Several interesting pilot projects are being implemented (e-cars in municipal fleet, hybrid buses, large number of public charging points)
- There is clear evidence of cooperation on a regional and national level.
- There is a designated and committed officer for LCV projects.
- Successful cooperation with several professional stakeholders (industry, universities etc.) has been established
- Knowledge and capacity is being built strategically on several levels, e.g. manufacturing, maintenance and repair of electric vehicles etc.
- The city provides possibilities for potential end-users (businesses) to test LCVs under longer periods
- Initiatives to raise awareness about LCV:s among businesses and the general public.
- Several funding possibilities for LCV projects and LCV promotion have been explored and used.
- The city supports external investments in charging infrastructure by providing suitable locations.

However, the peer review team found:

- No evidence of a long-term (local) strategy and timed targets for a large-scale introduction of LCVs.
- No evidence of a formal definition of what vehicles are considered as LCVs. It is therefore unclear if only EVs are considered as LCVs or even super fuel efficient ICE vehicles, hybrid electric vehicles or vehicles using different alternative fuels. A clear definition is recommended to facilitate the introduction and fair use of supporting measures and economic incentives.
- Little evidence as to what extend LCVs are considered to contribute to the achievement of Sunderland's climate goals and how climate gains are estimated. Is the electricity used assumed to be carbon neutral and how can this be guaranteed?
- There is a risk of overestimating the contribution of LCVs to the achievement of climate targets depending on what market penetration is expected and when. This might lead to reduced efforts in other areas.
- No evidence of additional funding for transforming the municipal fleet to predominantly purchase LCVs has been found.

- No evidence of quantified and timed targets for the introduction of LCV:s in the municipal fleet has been found.
- No evidence that the city and other public services are including demands on LCV vehicles or low (CO<sub>2</sub>)-emission standards in procurement of goods and services has been found.
- No evidence that the city has introduced or is planning measures to limit access to the city for (the most) polluting vehicles has been found.

### Recommendations and areas of possible improvement

- Create a definition of what is considered a Low Carbon Vehicle to be coherent in communication, strategies and when financial or other incentives are used to support the market introduction of such vehicles.
- Use public procurement to support the introduction of LCVs, both when purchasing own vehicles, but also by having CO<sub>2</sub>/energy related requirements in the procurement of transport services.
- Try to realistically quantify the potential contribution of LCVs to the achievement of the city's energy and CO<sub>2</sub> related goals by assessing achievable market shares of LCVs until 2020, also taking into consideration EU-targets on CO<sub>2</sub>-emissions of new cars.

## 6. *General conclusions*

Sunderland has ambitious climate goals and has initiated a large number of projects to improve its transport system, especially in the area of low-carbon vehicles. In this field, Sunderland is one of Europe's forerunners, especially considering the efforts of capacity building in manufacturing and maintenance of electric vehicles. We find it inspiring that the city tries to combine climate measures with its economic development strategy.

However, transportation is still very car oriented and there are some substantial challenges ahead to reach a sustainable urban transport system. It is not entirely evident whether the suggested measures will be sufficient to achieve the city's ambitious climate goals.

The peer review team learned a lot from the review of the provided documents of Sunderland and the visit to the city. The team would like to share some key observations:

- Public transport has a significant potential to increase its market share if the quality of the total system can be improved, based on a user-perspective. Potential areas of improvement are a common ticketing system, improvements in travel time and comfort. The peer review team applauds the efforts to test and introduce a regional ticketing system and the planned improvements of the METRO system.
- The actions of the city to achieve climate targets seem so far to have an emphasis on technical solutions, public transport and change of vehicle technology. In these areas, the city shows considerable efforts.
- Travel demand management, physical planning measures and the promotion of non-motorised travel promises further potential for emission reduction that could be exploited further. There seems to be potential to increase the city's efforts in these fields at relatively low cost, but this demands that the responsible departments complement their competence and capacity in these areas.
- There is significant potential for reduced car travel demand in the region through a revitalisation of the city centre and regional hubs along transit corridors with a mixed-use development and quality improvements of the METRO system. The peer-review team applauds the city's current efforts in this area and would like to encourage further developments in the same spirit.
- In some current investments, there seems to be a conflict of interest between accessibility and climate goals. This conflict could partly be resolved if accessibility primarily is offered by CO<sub>2</sub>-efficient travel modes of high quality and car use is dampened. This could be achieved by clear prioritisation of investments but also road space and travel speed, e.g. by allocating dedicated lanes and signal priority for public transport at bottlenecks.
- Walking and cycling are sustainable mode of transport that has further potential for development in Sunderland. This is true for both inner-city transport but also for longer-distances, e.g. for connecting urban nodes and suburbs and city centres. A further development of cycling infrastructure and -promotion and the walkability of the city centre is encouraged.
- Public procurement could be used more extensively as a tool to influence the market to

provide more sustainable transport and travel services.

The biggest challenge for the transport development of Sunderland lies in dampening car use and the provision of and marketing of attractive sustainable travel options. Energy efficient and low-carbon cars will play a significant role in reducing the climate impact of transportation in Sunderland in the future and the city's efforts in this field should be applauded. However, they will not be enough to reach the city's ambitious climate goals by 2020 and are in many cases still beyond the reach of the bulk of travellers.

## ***Appendix***

### **List of Interviewees**

- Bob Donaldson, Transportation Strategy Manager, Sunderland City Council - Local Transport Plan 3
- Neil Cole, Lead Policy Officer for Planning, Sunderland City Council - Local Development Framework
- Vince Taylor, Head of Strategy and Performance, Sunderland City Council - Sunderland Economic Masterplan
- Councillor James Blackburn, Portfolio Holder for Attractive and Inclusive City and representative on the Tyne and Wear Integrated Transport Authority
- Mark Wilson, Local Transport Plan Core Team, Newcastle City Council
- James Newell, Assistant Head of Service - Traffic, Road Safety and Parking Management, Sunderland City Council - Scheme prioritisation
- David Laux, Assistant Head of Service - Highways and Transportation, Sunderland City Council - City Integration with Sub-regional partnerships
- Graham Grant, Integrated Transport Authority, Newcastle City Council
- Gordon Harrison, Strategic Planning Manager, Nexus - North East Smart Ticketing Initiative (NESTI)
- Tobyn Hughes, Nexus, Nexus - Development of passenger transport infrastructure and Quality Contracts
- Paul Muir, Engineer, Transportation Strategy, Sunderland City Council
- Conn Crawford, Strategic Projects Officer, Sunderland City Council
- Ian Taylor, Director, North East Procurement Organisation
- Councillor Graham Miller - Chair of the Environment and Attractive City Scrutiny Committee
- Brian Fothergill, Technical expert
- Les Clark, Head of Street Scene, Sunderland City Council
- Dr. David Baglee, Project Manager, Institute for Automotive & Manufacturing Advanced Practice (AMAP), University of Sunderland
- TBC - Adrian Morris, Project Manager, Institute for Automotive & Manufacturing Advanced Practice (AMAP), University of Sunderland
- Ian Bell, Fleet and Transport Manager, Sunderland City Council
- Josey Wardle, North East Plugged in Places Project Manager

## Sunderland City Council's role in promoting low carbon transportation

Presented by: Les Clark, Sunderland City Council

In line with the European Union 2020 strategy for growth, Sunderland Economic Masterplan (2010 - 2025) has set an objective to become a national hub of the low carbon economy. To achieve that, the city in cooperation with Sunderland University has conducted a policy review on low carbon vehicles (LCV), focussing on the transport fleet the City Council owns and operates, the transport fleet the Council procures from other organisations, third part operators working on the Council's behalf, business travel and private vehicles and suppliers of public transport in the city.

The outcomes of the review showed the need to develop a business case for LCVs; the need to set out realistic short term targets for the proportion of LCVs in frontline services; and by doing that, to lead by example promoting low carbon vehicles to residents and businesses. The review also pointed to the need to develop a regional procurement framework for LCVs with other local authorities.

Organisation: Sunderland City Council

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