

2012-2022

# A decade of inspiring growth in our city

Nottingham's Workplace Parking Levy  
**10 Year Impact Report**



**Nottingham**  
**City Council**

# *We have invested over £1 billion in sustainable transport in 10 years*



## ***A word from Councillor Audra Wynter***

The Workplace Parking Levy celebrates its 10th birthday this year and it has offered an excellent chance to look at the fantastic things it has achieved and the wider investment that has made Nottingham a leader in sustainable transport.

Working in partnership with sustainable transport operators, we have revolutionised how people travel around Nottingham and connected our residents with jobs, education and healthcare.

From a seedling of an idea that set out to tackle congestion growth in the city, the WPL has now transformed into a core part of the transport landscape in Nottingham. It has served as a catalyst for change, inspiring pioneering transport solutions and we're proud of how our local businesses have risen to the challenge to affect change - from NCT's biogas buses to Nottingham Trent University's pedestrianisation of Shakespeare Street.

The first of its kind in Europe, the scheme has raised almost £90 million, which has been re-invested into sustainable transport across the city. It has also allowed us to secure inward investment of over £1 billion in transport, including £570 million for the tram network, £120 million for low and zero emission buses and £60 million to transform Nottingham Station into a 21st century multi-modal interchange.

The WPL has inspired a step-change in action on climate change. It has motivated us all to be more environmentally conscious by looking at our travel needs and their impact on our fellow citizens. It's exciting to see how our partners, businesses and citizens have adopted greener transport. The WPL tackles transport emissions head-on and will contribute to Nottingham achieving carbon neutrality by 2028.

Of course, we are still recovering from the effects of the global pandemic. COVID-19 had a significant impact on transport across the world and Nottingham was no exception; however, we have a firm foundation for commuters to return to the city in a green way. While all transport usage has been affected due to the changes in how people work, shop and relax, our excellent infrastructure remains, and we are already seeing increases in passenger numbers as we slowly get back to day-to-day life.

Nottingham has more combined bus and tram users than any UK city outside of London, and for this, we would like to extend our gratitude to the businesses of Nottingham – you have embraced our scheme and enabled our city to flourish while ensuring that people now have easier access to essential services, such as hospitals, colleges, universities and more.

Using Nottingham's model as an example, a WPL scheme is now cited as part of the solution to tackle climate change by organisations such as Ashden, the Association for Public Service Excellence, Friends of the Earth, the Chartered Institute of Logistics and Transport, UK:100 and the Urban Transport Group, influencing policy decisions across the World.

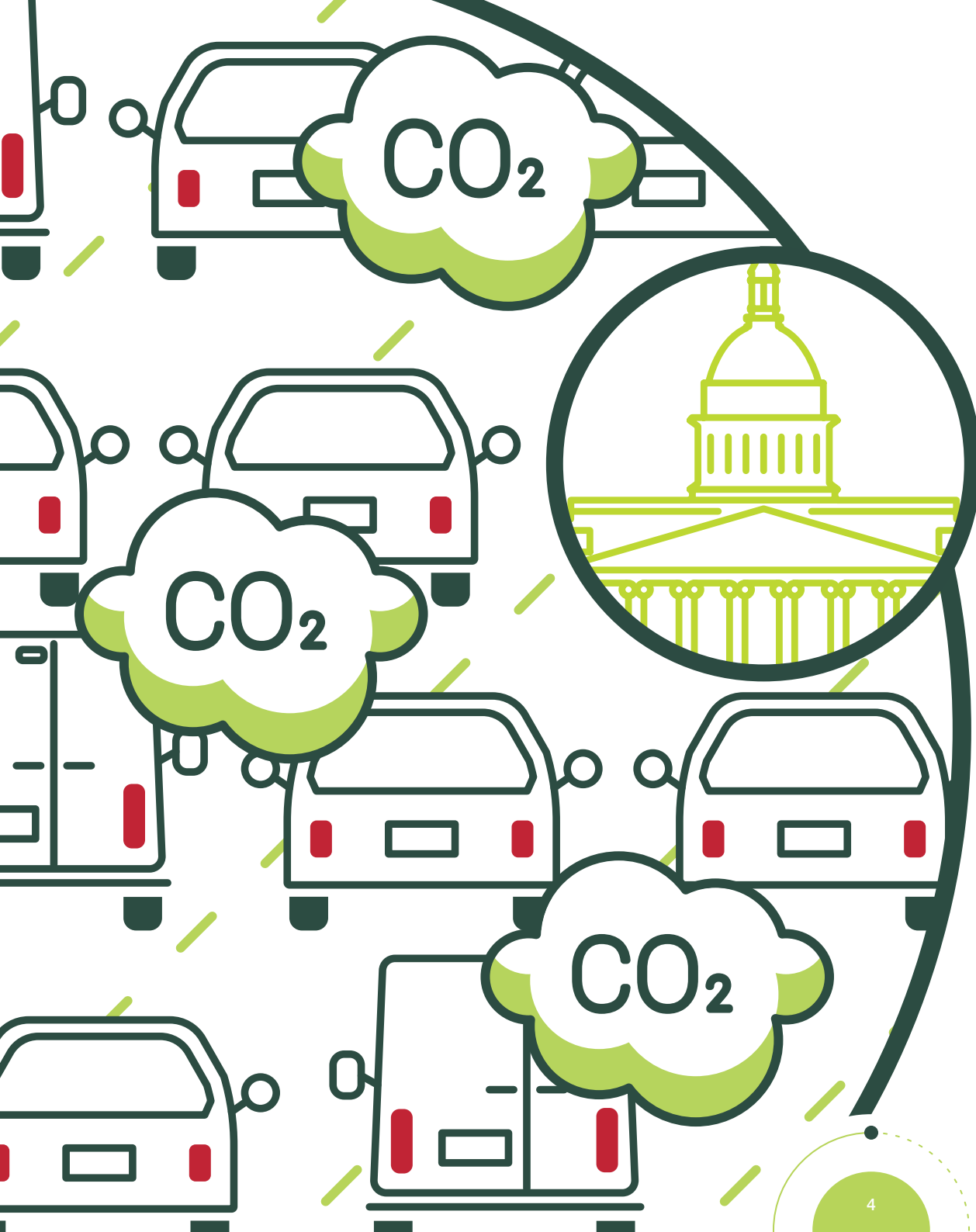
Thank you for being part of this innovative scheme and if this is what we have achieved in the first ten years, imagine the difference we can make for our future generations in the years to come.

**Councillor Audra Wynter**  
Portfolio Holder for Highways, Transport and Parks



***Making a difference  
in our city every day***





## *Our story*

### *The challenge*

In 2007, we were faced with the ever-growing issue of congestion and we knew we had to act to enable our city to grow sustainably. Economic growth was high on our agenda, along with evolving our city to meet the needs of businesses and local people. We had strong ambitions and strategically we needed to implement an innovative solution to deliver our vision. We wanted to attract new business and increase employment while also reducing congestion growth. Feedback from our existing businesses told us that they needed a public transport system that would help them develop available talent pools and support their own ambitions.

We also knew that:

- > Congestion was costing the local economy £160 million a year - half of that a cost on businesses
- > Congestion was forecast to rise by 15% by 2021 and continue to rise thereafter
- > Majority of vehicles on the road were from outside Nottingham
- > Nottingham's public transport infrastructure was outdated
- > Every year in Nottingham over 400 people die and many more report health issues linked to poor air quality

*Striving to be better,  
cleaner and greener*



WPL has raised almost  
**£90 million**  
in 10 years

**67% of new  
businesses**  
chose Nottingham due to  
good transport links

## **The solution**

The Workplace Parking Levy was the first of its kind in Europe. Our council transformed how we invest in our transport network, making it fit for the future.

Our programme looks beyond congestion; it is a sustainable solution that makes Nottingham a better place to live and work, improves air quality, successfully attracts inward investment, and enables the growth of our economy.

It has helped regenerate neighbourhoods, link socially disadvantaged communities with training and job opportunities, reduce harmful emissions and improve our green credentials. We have connected the people of Nottingham with healthcare, education and employment by working together with our partners and encouraging changes which benefit everyone.

## **The evolution**

The WPL provided a great head start for green transport options in Nottingham, but we recognised that we had to go further. Fortunately, we have a strong network of partners who are as dedicated as we are to achieving sustainable transport options which improve connectivity across the region and we have worked together to build on the foundations given to us by the WPL.

Through significant investment from local businesses, transport providers, Nottingham City Council, Central Government and Europe, we have implemented innovative solutions such as a wide range of electric vehicles, a biogas bus fleet and a zero-emission vehicle lane. Together we have reduced CO<sub>2</sub> emissions by 58% since 2005. In addition, we have

made public transport more accessible to the city's suburbs, opening employment opportunities for 730,000 people.

Over the last 10 years, 2,600 new companies have been created in Nottingham and 67% of businesses which relocated here said that good transport links were a factor in their decision. Although our economy was greatly impacted by the COVID-19 pandemic, having a robust, long-term transport strategy has helped us continue our development plans, provide continued great service across our public transport network and encourage economic recovery.

We continue to strive to make our public transport greener and even more accessible, ensuring Nottingham is a better place to live, work and play.

## **Economy**

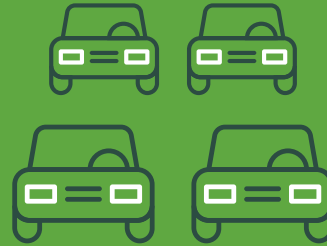
**£1 million  
in grants**

given to local businesses  
for sustainable transport  
improvements



Reduced congestion  
growth by

**47%**

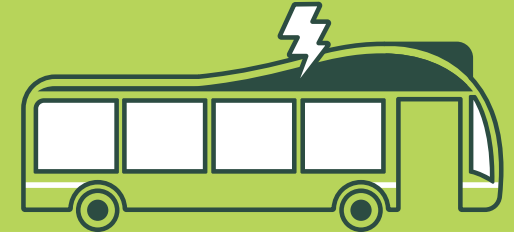


## **Environment**

## **Bus**

**Over  
£120m**

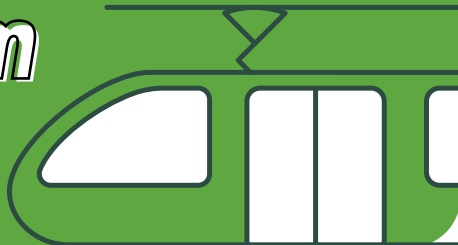
invested into our  
bus network



**Added 17km  
of track**

to turn a tram line into a network  
which connects the city

## **Tram**



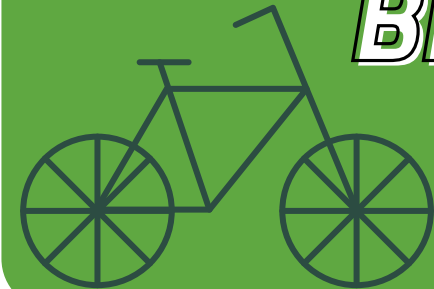
## **Train**

Transformed Nottingham  
Station into a  
21st century  
multi-modal  
interchange,  
creating a hub for  
transport in the city

**£55m**

improving our city's cycling  
and active travel facilities

## **Bikes**



# Building a sustainable economy

In **10 years**, we have...

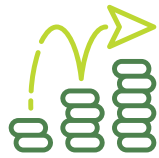
Generated annual savings of

**£15.4m**

for the city and

**£7.7m**

directly for businesses



Seen a

**26% growth**

in new businesses



Contributed to an increase in employment by

**20.8%**

Seen unemployment rates fall by

**6.3%**



The excellent transport links made Nottingham the ideal location for our new business. Clients are able to use the bus, tram and train network to meet us and discuss their investment opportunities and the accessibility has broadened the talent pool when we recruit.

**Ironclad Investments**



# A green legacy

We are proud to say that our holistic approach to the climate crisis; including ground-breaking transport solutions from our council and partner companies, has resulted in a

**reduction in carbon emissions of 58%**

Together, we have:

A reduction in air quality pollutants means a

**clean air zone is no longer needed**

Our 120 strong biogas bus fleet has seen a reduction of almost

**8,000 tonnes of CO<sub>2</sub>**

**Car free streets**

for 11 schools in Nottingham

**29 electric buses** and have secured funding for a further 78 vehicles

**9 park and ride sites**

across Nottinghamshire, providing 6,500 free parking spaces and connectivity to our bus and tram networks

**1,000 eScooters**

available to rent in the city

We have also introduced a try-before-you-buy leasing scheme for electric taxis, accessible charge points, financial support for domestic charge points and a wireless charging electric taxi trial



“

The Workplace Parking Levy has helped our organisation get around easier, quicker and more sustainably. We secured a grant for an e-cargo bike which has now cycled hundreds of miles within Nottingham - bringing low carbon support to businesses through our environmental charity. Through the early parts of covid, this little vehicle even helped some companies to stay open. Amazing.

In addition, we have been able to help hundreds of other businesses reduce their carbon emissions. The positive impact of WPL has been tremendous. Greener, cleaner transport within the city. Thank you.

**Ridewise**

”

**The bigger picture:**

# CN28

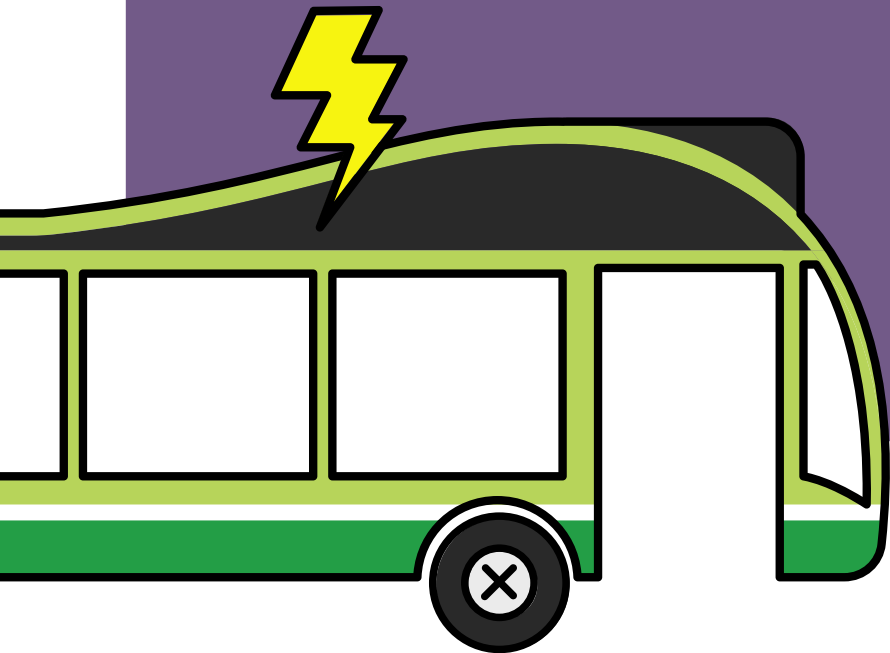
We responded to the climate and environmental crisis by setting an ambition to become the first carbon neutral city in the UK by 2028. In keeping with our proud tradition of climate leadership, our carbon neutral charter sets out a vision for sustainable carbon neutrality on behalf of the Council and the city's Green Partnership. At the heart of this shared vision is an approach that not only positively addresses wider environmental challenges but improves quality of life and builds a new form of clean growth for our economy through a green industrial revolution.

The CN28 plan covers four main areas: carbon reduction, carbon removal, resilience & adaption and ecology & biodiversity. The 251-point plan aims to bring the businesses and residents of the city together to achieve carbon neutrality, delivering further benefits such as better air quality, improved health and wellbeing, building a sustainable economy, growth in job opportunities and much more.



# Sustainable transport solutions

Peak annual demand of over  
**58 million**  
passenger journeys  
on our bus network



In the last 10 years, together, we have achieved:

**New**  
**state-of-the-art**  
central bus station

Creation of a multi-modal  
**smart ticketing**  
**and contactless**  
**payment system**

**World's**  
**largest fleet**  
of biogas buses with 120  
double-decker buses

Replaced over half of the  
Council's fleet with  
**zero emission**  
**vehicles**

Comprehensive  
**real-time**  
public transport  
information

One of the largest fleets of  
electric buses in Europe with  
38 electric buses, saving  
**1,050 tonnes**  
of CO<sub>2</sub>

**18km**  
**of bus lanes**  
make taking the bus a green  
and efficient travel option for  
both commuting and leisure

**2km of new bus**  
**lane and traffic**  
**light priority**  
on all bus corridors



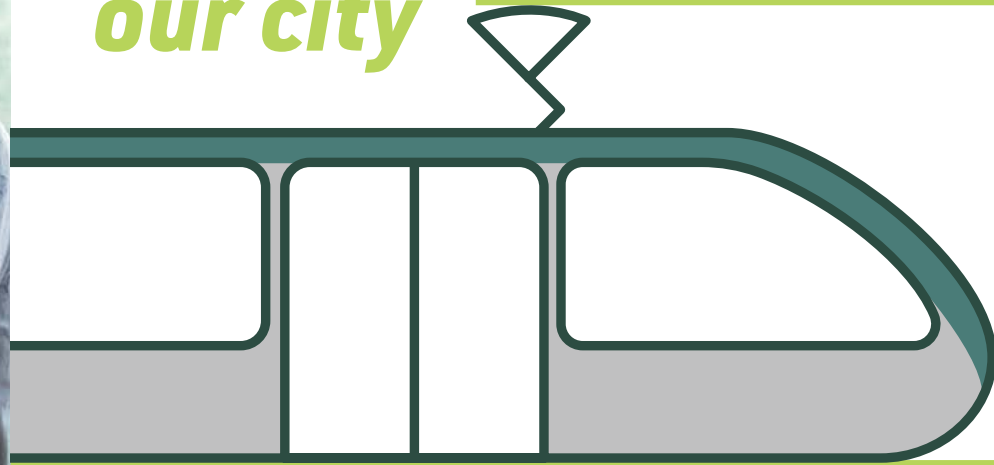
Our Meadows and Aspley centres are right on bus routes, having access to the massive bus network means we get parents bringing their children from all over Nottingham which has really helped our business grow.

**Nottingham City  
Gymnastics Club**





## *Connecting people in our city*



Nottingham's tram network  
has grown from a single tram  
line into a network with  
**17km more track**  
which serves over  
**1,800 workplaces**



Peak of  
**20 million journeys**  
per year across the network



Only tram network  
in Europe that directly  
**serves a city  
hospital**

Directly serves the cities  
**two universities**  
and numerous schools  
and colleges



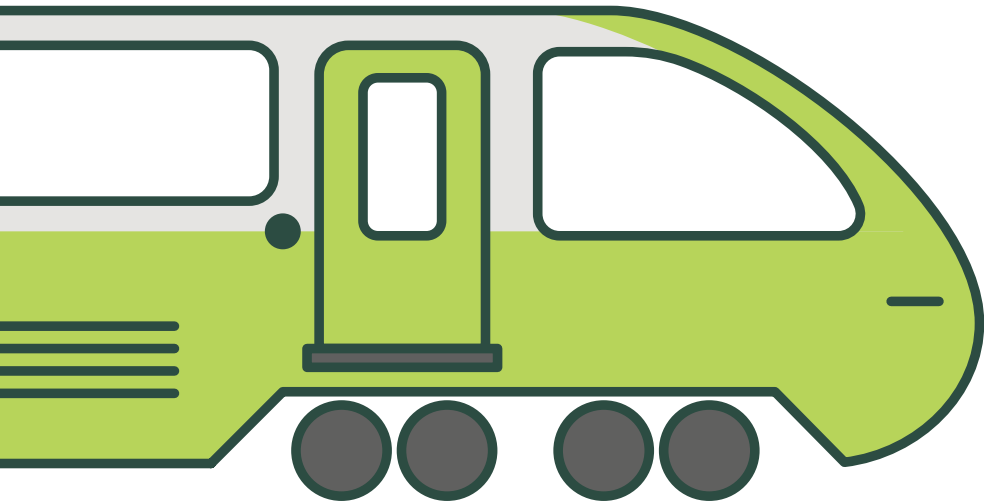
20 of the largest 30 employers  
**within 800m  
of a tram stop**

**Secured  
£800 million**  
of inward investment  
for the tram network

# Making public transport more accessible

Nottingham Station serves

**over 6 million**  
customers per year



## **Nottingham Station**

- > Construction of the new south concourse building, including lifts and escalators, enabled an intermodal transport link with the tram network
- > Redevelopment of the station directly employed 1,500 people from the local area
- > More accessible links to London with commuters able to be in the capital in under two hours
- > An extra platform serving London with more trains per hour
- > The station now houses additional retailers, providing direct and indirect employment for local people

## Cycling in Nottingham

- > 24-hour citywide bike share solution
- > Cycle lanes situated along major roads and the tram network for connected mobility

Nottingham has  
**300 miles**  
of new or upgraded  
cycle paths



“ Over the last few years, we have seen a huge uptake in businesses seeking alternative means of transport for their employees. It is great to see so many bikes, electric bikes and cargo bikes in and around Nottingham. The WPL is clearly having a big impact, reducing congestion and improving air quality as more people choose walking, cycling, or public transport - and we at Raleigh support this. ”

**Ed Pegram**  
Head of Marketing, Raleigh UK Ltd

# Supporting businesses in our city

The Workplace Travel Service was created as part of the Workplace Parking Levy implementation and provides a free service to businesses in Nottingham. Our expert team offer advice, support and grants to employers who need assistance with travel planning, car park management, sustainable transport options and improvements to encourage their employees to use public transport.

Successful workshops, on-site events and partnerships have enabled 450 companies to benefit from the scheme, with grants of up to £25,000 available to expand facilities.

In ten years, £1 million has been given out in grants, with businesses investing £209,000 of their own money. The funding has secured facilities such as cycle shelters, showers and drying facilities, electric vehicle charge points and improvements to security.



With the help of the WPL, we were able to secure a grant to help fund the new bicycle shelter we have in place for our staff members.

We received free workshops on-site such as Dr. Bike, staff were able to have their bicycles serviced and bicycle parts were offered free of charge.

**Smart Manufacturing Technology**







# Innovative transport solutions

By working together with our partners to inspire greener ways of getting around our city, we are leading the way in sustainable transport advancements and have implemented revolutionary trials and initiatives for future travel options.

## Connectivity

- > Our innovative Robin Hood Card and app allows passengers to use the most efficient sustainable transport option for their journey, whether that be bus, tram or train

## ULEV Taxis

- > Try-before-you-buy schemes, taxi only charge points and wireless charging trials to encourage taxi drivers to switch to ULEV
  - > 15% of taxis are now ULEV

## eScooters

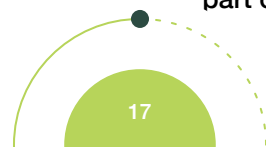
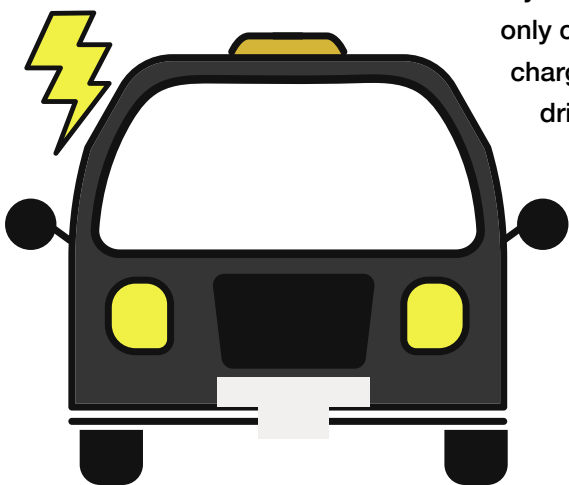
- > 1.4 million rides with 2.1 million miles travelled since October 2020
- > Over 1,700 users per day ride the 1000 eScooters

## eCargo Bikes

- > Establishing a Nottingham fleet to deliver three trial areas: the council's own internal fleet, local project delivery partners and a free try-before-you-buy scheme for Nottingham based businesses through the Workplace Travel Service
- > Targeting last mile delivery and enabling a clean freight system as part of the CN28 plan

## Electric Council Fleet

- > We have the first Original Equipment Manufacturer electric bin lorry in the world
- > Purchased the first fully electric sweepers, cage tippers and minibuses in the UK
- > Over half of Nottingham City Council's fleet is now fully electric and zero tailpipe emission
- > Opening the first publicly owned vehicle workshop exclusively for ULEVs

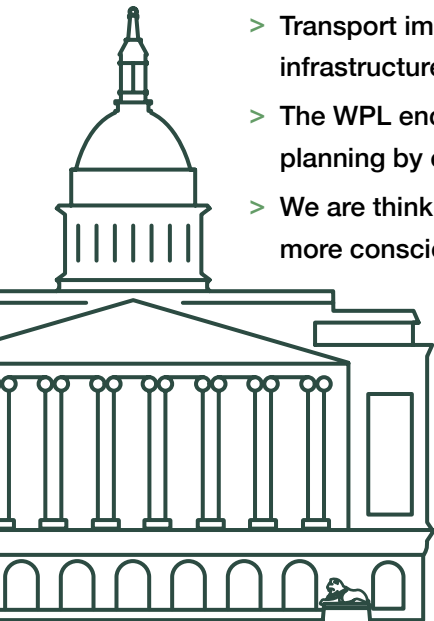


# Future connectivity

Nottingham City Council has transformed the way councils and governments across Europe view transport. The work undertaken so far will allow Nottingham to continue to grow in the long term without the adverse impact on health and wellbeing often associated with concentrated building in a city. In the past ten years, the scheme has facilitated a step change in many areas with proven results and has put in place the foundations to ensure Nottingham is a sustainable city that is fit for the future.

## What we now know:

- > Businesses directly benefit from better transport
- > The WPL is a catalyst for economic growth
- > The WPL is effective in tackling congestion
- > Transport improvements create jobs, infrastructure and investment
- > The WPL encourages commuter travel planning by employers
- > We are thinking about the environment more consciously



## Shaping the future

### Sharing our knowledge

Using our unique expertise and experience, we are helping other local authorities to introduce tailor-made WPL schemes of their own. We recognise that a WPL scheme is not “one size fits all” and can be personalised to a local area to achieve the best results. We have done the groundwork on establishing the process for creating an effective WPL scheme and want to share this knowledge with others, encouraging sustainable transport innovation, ensuring that any benefits are realised on a national scale and creating a coordinated approach with other local authorities.

### Long-term investments

We will continue to invest in driving efficiency through sustainable transport with secured funding from the Transforming Cities Fund and Future Transport Zones with D2N2.

D2N2 is one of the largest Local Enterprise Partnerships in England and it aims to lead and support economic growth across Derby, Derbyshire, Nottingham and Nottinghamshire.

### Continually improving

With a progressive and focused attitude, we are always looking to make connecting people easier, greener and smoother, especially as our city adapts to the effects of COVID-19. To ensure that we do this efficiently and productively we must continuously learn from what we are doing. By sharing knowledge and understanding of the scheme, we will ensure that the WPL is for 2022 and beyond.





Since the early 1970s, Nottingham has been a notable UK city in developing innovative solutions for public transport, walking and cycling that are central to sustainable urban mobility today.

The Workplace Parking Levy 'levels the playing field' while raising revenues to support transport improvements that can benefit everyone and the environment. Given the success shown by Nottingham, it is surprising that other UK cities are yet to follow its clear lead.




**Professor Graham Parkhurst**  
Director, Centre for Transport and Society,  
University of West of England, Bristol

# Thank you for your continued support over the last ten years

We have accomplished so much together and we look forward to achieving even more sustainable growth in our city in the years to come

## Contact Us

We would love to hear your feedback, so please get in touch with the team on:

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 WorkplaceParkingLevy@nottinghamcity.gov.uk

[www.nottinghamcity.gov.uk/wpl](http://www.nottinghamcity.gov.uk/wpl)

Recognised by

