

2012-2022

A decade of inspiring growth in our city

Nottingham's Workplace Parking Levy
10 Year Impact Report



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, £200 million for electric 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.

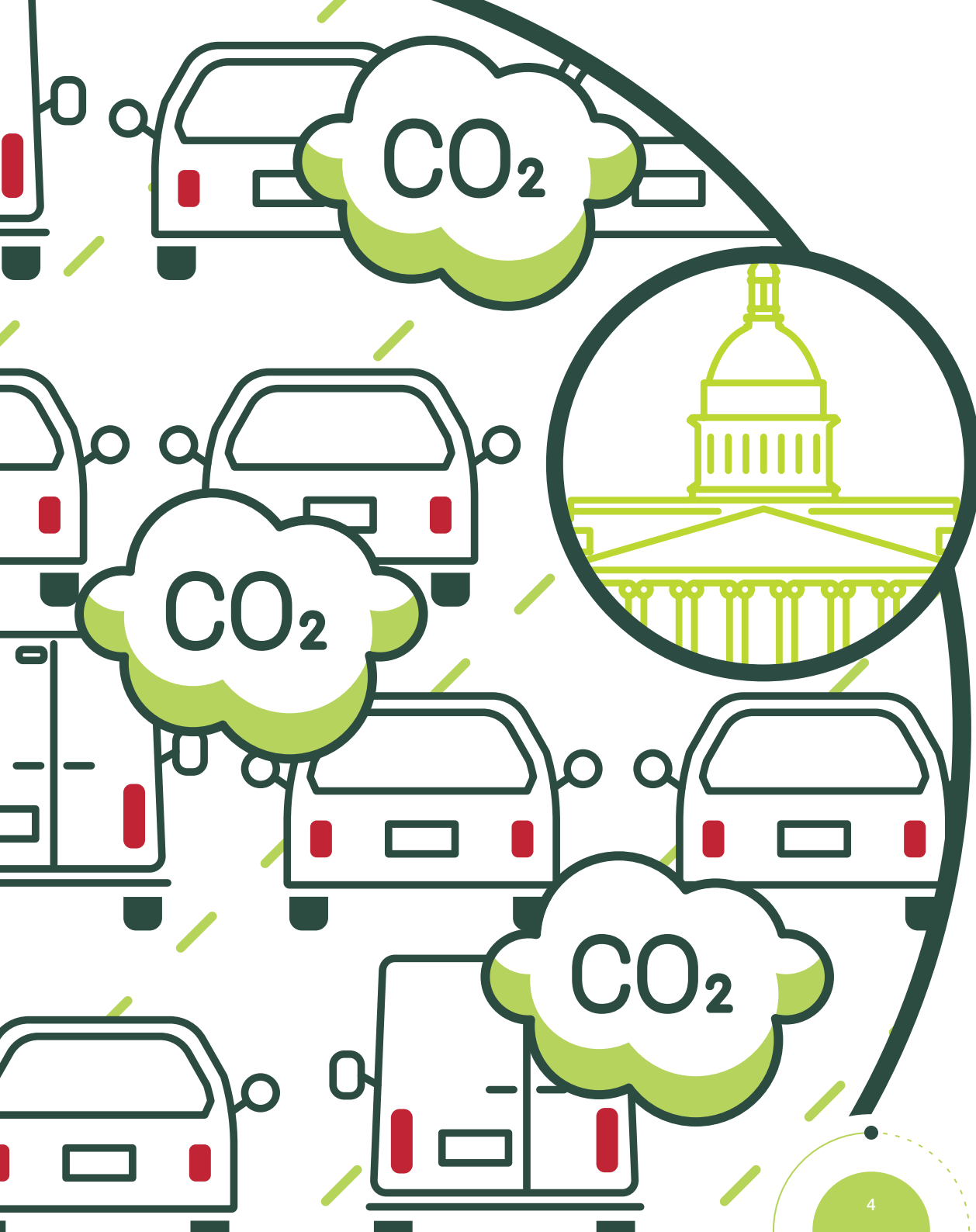
Thank you for being part of this innovative scheme and if this is what we have achieved in the first ten years, imagine the difference we can make for our future generations in the years to come.

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 CO₂ 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

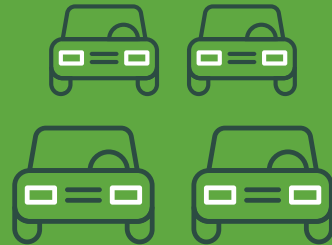
£1 million
in grants

given to local businesses
for sustainable transport
improvements



Reduced congestion
growth by

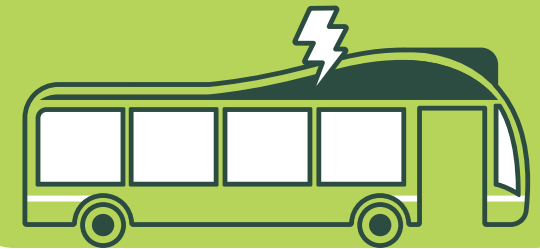
47%



Bus

Over
£250m

invested into our bus network

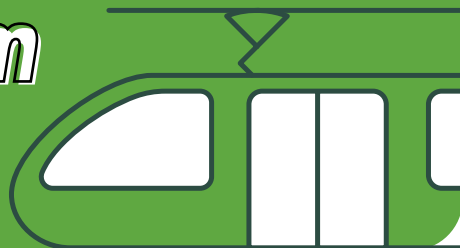


Environment

Added 17km
of track

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

Tram

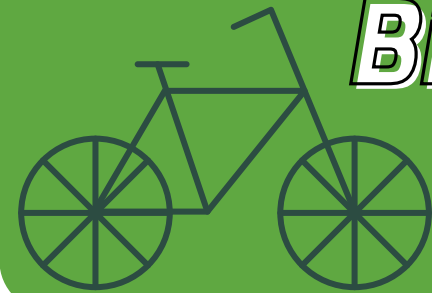


Train

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

We have a 24-hour citywide
bike share
solution

Bikes



Building a sustainable economy

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

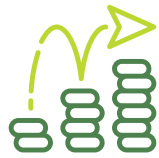
Generated annual savings of

£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 CO₂

Car free streets

for 11 schools in Nottingham

38 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



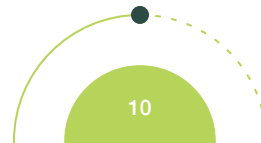
World's largest fleet
of biogas buses with 120 double-decker buses



Comprehensive **real-time**
public transport information



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



£50 million of investment
in buses



Attracted a further **£200 million**
in inward investment for **biogas buses**



One of the largest fleets of electric buses in Europe with 38 electric buses, saving **1,050 tonnes of CO₂**



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



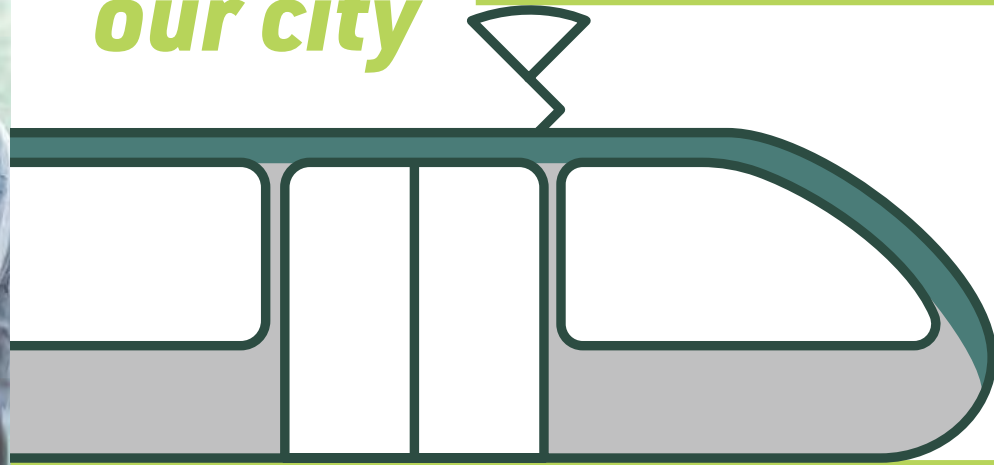
Our Meadows and Aspley centres are right on bus routes, having access to the massive bus network means we get parents bringing their children from all over Nottingham which has really helped our business grow.

**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



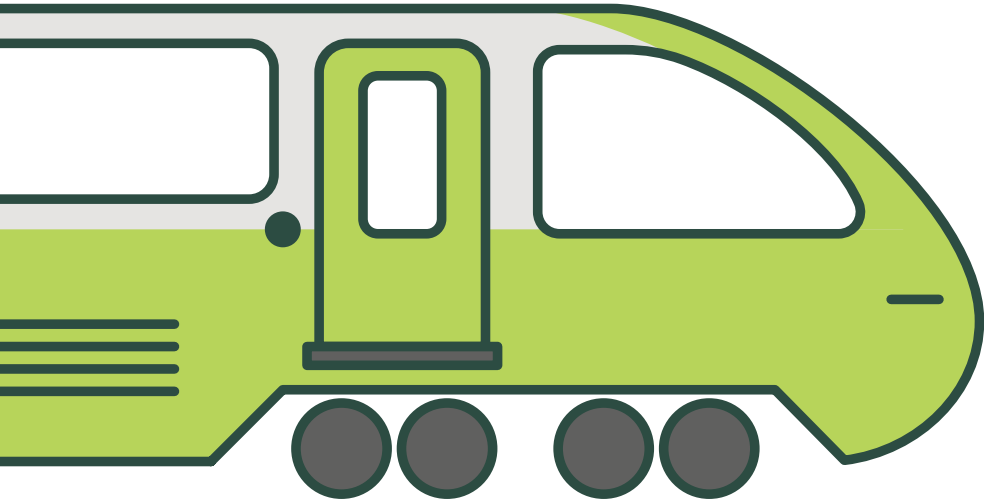
20 of the largest 30 employers
**within 800m
of a tram stop**

**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

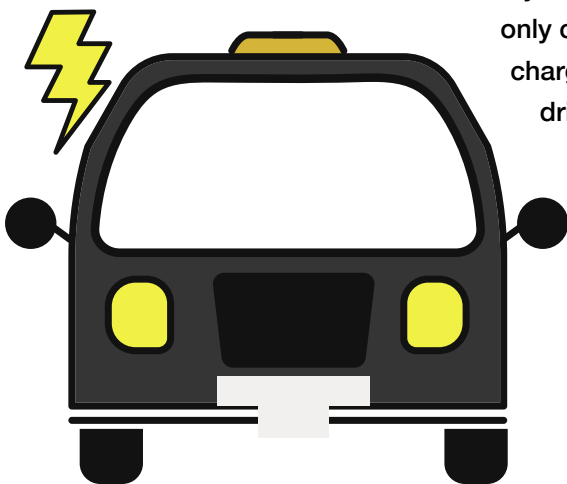
- > 1.4 million rides with 2.1 million miles travelled since October 2020
- > Over 1,700 users per day ride the 1000 eScooters

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

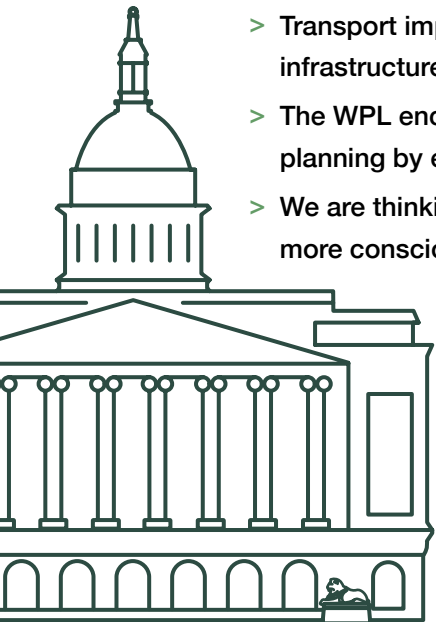


Future connectivity

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

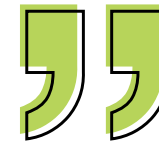
With a progressive and focused attitude, we are always looking to make connecting people easier, greener and smoother, especially as our city adapts to the effects of COVID-19. To ensure that we do this efficiently and productively we must continuously learn from what we are doing. By sharing knowledge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

Recognised by



theguardian



Nottingham
City Council