

3b Five Year Plan Outcomes

Explain which of the Five Year Plan’s outcomes the proposal or action will help to deliver. The outcomes are:

- Slough children will grow up to be happy, healthy and successful
Increased cycling levels will lead to fewer cars on the road providing safer, cleaner environment for Slough’s children.
- Our people will be healthier and manage their own care needs.
Cycling, walking and using public transport can contribute to maintaining physical and mental health.
- Slough will be an attractive place where people choose to live, work and stay
Reduced traffic congestion through increased cycling and walking and more public transport services will result in improved air quality and safer roads, making Slough a place where people want to live, work and visit
- Our residents will live in good quality homes
Improved integrated transport links in the area, giving greater choices for residents as to where they can live and access work and facilities
- Slough will attract, retain and grow businesses and investment to provide opportunities for our residents
Continuing to work with businesses to reduce congestion on Slough’s roads and provide integrated transport options will reduce employee’s travel time, and provide reliable travel times.

4 Other Implications

(a) Financial

At this stage there are no financial risks. However, the expenditure for the trial has been capped at £30K from the existing transport budget.

(b) Risk Management

Recommendation from section 2 above	Risks/Threats/ Opportunities	Current Controls	Using the Risk Management Matrix Score the risk	Future Controls
To approve free travel for Slough residents between 10:05 and 15:55 Mon-Fri using QR codes or similar in line with the Slough App	Potential risk of Anti-competitive funding	Pilot will only run for three months to increase awareness of the service	Political – (Severity/negligible: Probability/low) = rating 1	Service only operates on the service road and is unlikely to conflict with existing services.

To approve a spend from existing budgets of up to £30K for the trial with analysis of usage and related outputs such as carbon saving etc. vision for 2040	More residents use the service resulting higher costs but less cars on the road	Weekly/Monthly analysis of usage with bus operator	Political – (Severity/negligible: Probability/low) = rating 1	If successful but not within the budget envelope then officers will discuss with the operator revised charges.
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(c) Human Rights Act and Other Legal Implications

There are no HR or legal implications resulting from this report

(d) Equalities Impact Assessment

There are no impacts as a result of this pilot except to make the service open to more of our residents.

5 Supporting Information

Background

- 5.1 In February 2019 Cabinet approved a new Transport Vision for the town with public transport at the heart. The purpose of promoting this form of transport is to reduce congestion, make travel more accessible to our residents, improve air quality and importantly stimulate economic growth in the town.
- 5.2 The first stage of the vision is already underway with the SMaRT phase 2 and Park and Ride now approved by Cabinet in March 2019 to continue the connection between the town and Heathrow Airport. The transport vision will continue to develop over the next few months as more testing is undertaken on options for improving public transport.
- 5.3 SMaRT phase 1 was launched in January 2019 with four businesses signed up to the service; O2, Lonza, Ipsen and UCB, this has been a success in terms of helping the businesses to come together and have a unique shuttle service. This is a premium service with only three stops and therefore can return better journey times for employees with the addition of less congestion at the rail station.
- 5.4 The service operates in the peak period around 6-7 minutes and then is reduced to every 15minutes in the off peak roughly between 10am and 4pm. During the off peak period the service is not well used, though it still carries some passengers. The service is open to the public but has a low take up and therefore it is proposed to help get more people in the off peak period to use this shuttle.
- 5.5 The proposed pilot is to run in the off peak period between 10am and 3:55pm where there is an underutilisation. The pilot will offer free travel to Slough-only residents via QR codes or the Slough App and enable accessibility to many of our community.

5.6 The core principles will be as follows:

- Trial 3 month/12 weeks
- Trial to start on 7th May and run to 2nd August 2019
- Free travel to all Slough residents via QR codes and/or the Slough App
- Evaluation to determine benefits of the scheme including the number of passengers; reduction in traffic, carbon reduction and Nox reduction.

5.7 The pilot if successful could be expanded to other services or extended to phase 2 of SMaRT to help better connect our communities with Heathrow in respect of employees and general travel.

6 **Comments of Other Committees**

This report has not been considered by any other committees.

7 **Conclusion**

In adopting the Transport Vision a series of actions have now started to emerge and to be implemented, firstly with the Phase 2 SMaRT +Park and Ride and now with this pilot for free travel. The objective is to meet the key aims of the vision by promoting public transport and in so doing support growth, cleaner air, less congestion and building our communities. This will be one of the first free travel areas outside of London so is a real mark for Slough as we look to be a centre for growth.

8 **Background Papers**

Slough Transport Vision 2019