

Gloucestershire Economic Growth Joint Committee actions – 16 March 2022

	<i>Topic</i>	<i>Action</i>	<i>Responsibility</i>	<i>Progress</i>
1	Business Rate Pool	<p>RESOLVED to</p> <p>Approve funding of £150,000 to launch, promote and project manage the ‘Made in Gloucestershire’ Initiative for 2 years.</p>	Dev Chakraborty/ Mike Dawson	Completed.
2	Business Rate Pool	To share statistics with the Committee received from the ‘Produced in Northumberland’ initiative.	Dev Chakraborty	<p>The statistics are taken from the STEAM (Scarborough Tourism Economic Activity Monitor) which are used by Destination Management Organisations.</p> <p>STEAM model Tourism Research UK Global Tourism Solutions (UK) Ltd</p> <p>This is the link to the Northumberland STEAM reports: Research & Insights - Northumberland Tourism</p> <p><u>Tourism Economic Impact Food & Drink in Northumberland</u></p> <p>2015 £244.01 million</p>

				<p><i>Produced in Northumberland</i> launches in Feb 2016</p> <p>2016 £255.50 million</p> <p>2017 £279.33 million</p> <p>2018 £301.89 million</p> <p>2019 £315.19 million</p> <p>2020 £142.91 million (decrease due to pandemic)</p> <p>You can see significant increases in 2017, 2018, and 2019 in the Food & Drink Tourism Economy following the launch of <i>Produced in Northumberland</i></p>
3	Business Rate Pool	To engage with the Cotswold Taste brand on working alongside the 'Made in Gloucestershire' initiative.	Dev Chakraborty	<p>The founder, Chair and driving force of Cotswold Taste, Nick Waloff sadly died from Covid in 2021.</p> <p>There is a new team of volunteers now in place and I have reached out requesting to meet to see how we could potentially work together to mutual benefit.</p>
4	Business Rate Pool	To share the results of the Multi-Modal Model	Simon Excell	Please see Appendix 1.

	study with the Committee.		
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Appendix 1

Multi-Modal Model Study

In June 2020, the Gloucestershire Economic Growth Joint Committee (GEGJC) considered and approved a recommendation from the GEGJC Senior Officer Group for the allocation of £410,000 from the approved Strategic Economic Development Fund (SEDF) ring fenced funding allocated to the Central Gloucestershire City Regional Board to support the commissioning of a Multi-Modal Brief and Terms of Reference. The remaining more than £100k funding required for the project was provided by GCC.

As outlined in the SEDF paper, the project was to be delivered in three phases, with the overall purpose of the whole project is to create a Multi-Modal transport model (the Gloucestershire Countywide Model 3,GC3M) that enables Gloucestershire to understand the future travel demand from growth in Gloucestershire, direct growth towards locations with high levels of sustainable transport accessibility and provide a reliable tool to create a WebTAG compliant Full Business Case for a Mass Rapid Transit System in Gloucestershire.

The objective of phases one and two was to gather the necessary data and evidence to feed into the creation of the Multi-Modal Model at phase three, with phase two also producing a spreadsheet model, allowing high level assessments of sustainable travel patterns and demand, including that resulting from possible new development allocations or an early options assessment of the Mass Rapid Transit system.

The first two phases of the project were completed in Summer/late 2020 and the resulting spread sheet model is available for use by Gloucestershire authorities and has been used by GCC for early investigations into the Mass Rapid Transit project and Gloucestershire's transport decarbonisation work.

The modelling approach of the core transport model (GC3M) incorporates three main elements as follows:

- A highway assignment model in SATURN software;
- A public transport assignment model in PTV Visum software; and
- A variable demand model in PTV Visum software.

As 2020, and possibly the first part of 2021, cannot be considered representative years due to Covid, it was decided that the model base year should be 2019, in line with decisions taken by other authorities and National Highways. A key data source was count data collected by National Highways for the refresh of their Regional Transport Model.

Delays with National Highways releasing this data resulted in a delay in the completion of the Multi Modal Model. However, we are now entering the final phases of the GC3M base model development. The model networks (both highway and public transport) were completed in 2021, together with the public transport demand matrices. The project team are now working on refining the highway matrix trip patterns and carrying out initial runs of the full integrated model process. Calibration and validation of the base model is set to take place in May and June 2022 with the final reporting expected late June/early July.

This means that the Multi Modal Model should be available in time for any modelling for the Joint Strategic Plan, or other emerging Local Plan work, and to support business cases for major projects such as the Mass Rapid Transit scheme, subject to funding.