



North East of Scotland Transport
Partnership

Travel Planning Strategy and Action Plan

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Purpose

This document provides an outline of the North East Transport Partnership's Travel Planning Strategy and Action Plan for the next 18 months. It sets out the core objectives of the Strategy, and details an Action Plan for promoting Travel Plans and travel awareness across the region.

Background

The NESTRANS Modern Transport System (MTS) recognises the importance of a balance of transport and ensuring the continued development and maintenance of an efficient and effective transportation infrastructure. The MTS identifies improvements to public transport, pedestrian and cycling networks in north east Scotland and NESTRANS has worked with both Local Authorities to support the enhancement of these networks. The MTS recognises the need to reduce the negative impact our travel can have and recognises the important role that travel awareness has to play in promoting more sustainable forms of transport.

Based on 2001 Census survey data; just fewer than 53% of Aberdeen City residents and just fewer than 76% of Aberdeenshire residents commute to and from work by car on a regular basis. With continued strong growth in car use – often with only a single occupant – it is impossible to foresee any realistic rate of road building and improvement which would avoid major traffic congestion and parking problems in the future. The aim of NESTRANS' Travel Planning Strategy is to encourage a shift away from car dependence by improving transport choice and promoting travel awareness.

In accordance with the aims of the MTS, the former NESTRANS voluntary transport partnership set out a number of travel planning objectives:

- ❖ To promote better travel awareness and encourage more business and other organisations to adopt Travel Plans.
- ❖ To reduce dependence on private cars and increase usage of other more sustainable means of travel.
- ❖ To reduce the number of single occupancy car journeys, particularly during busy periods.
- ❖ To reduce the negative impact of traffic in the area, in terms of congestion, environmental impact and safety concerns.
- ❖ To make the most efficient use of the existing transport network, especially to facilitate movement of goods and business services.

NESTRANS has already piloted a number of measures aimed at promoting Travel Plans and travel awareness in north east Scotland, including:

- ❖ Introduction of a business orientated travel awareness programme with a dedicated Travel Awareness Project Leader responsible for promoting Travel Planning.
- ❖ Establishing a Sustainable Travel Grant Scheme to provide matched funding for schemes promoting sustainable transport.
- ❖ Establishing a North East Travel Plan Group to bring together Travel Plan Coordinators from the public and private sector and help share best practice and coordinate work.
- ❖ Implementation of the NESTRANS car share scheme with around 500 members.
- ❖ Funding the creation and maintenance of the Dyce Transportation Management Organisation (TMO) which operates to reduce drive-alone commuting in the Dyce area by working with businesses and the local community to provide more travel choice for commuters.

The North East Transport Partnership's Travel Planning Strategy and Action Plan for the next 18 months will build on the work NESTRANS has already carried out, promoting travel awareness and working to insure that the north east of Scotland continues to pilot new and innovative travel awareness projects.

Scottish Executive Grant Assistance

NESTRANS is required to prepare and submit a Travel Planning Strategy and Action Plan to the Scottish Executive for approval by 31 December 2006 as one of the conditions of the Executive funding for travel awareness initiatives for financial years 2006/07 and 2007/08. The grant assistance offered to NESTRANS by the Scottish Executive is up to a maximum of £130,000 and is allocated in two equal instalments of £65,000 in financial years 2006/07 and 2007/08. This grant assistance is offered subject to specific deliverables required of NESTRANS over those two financial years as follows:

Year one – 2006/07

- ❖ The appointment of an Officer responsible for the promotion of a Travel Planning Strategy.
- ❖ A Travel Planning Strategy to deliver Travel Plans and promote travel awareness across the region, including an Action Plan forwarded to the Scottish Executive for approval by 31 December 2006.

Year two – 2007/08

- ❖ Each travel plan post holder will be required to work with all Local Authorities within the region to ensure effective travel plans are completed and in operation by each local authority by April 2008. Required Outcome – 100% coverage by local authorities.

- ❖ Each travel plan post holder will be required to work with all Health Boards within the region to ensure effective travel plans for all major hospitals and health centres are completed and in operation by April 2008. Required Outcome – 100% coverage of main hospitals and health centres.

In addition to these specific deliverables the Scottish Executive also outlines further guidance intended to assist in the development of the Transport Partnership's Travel Planning Strategy:

- ❖ Marketing and advocating Travel Plans and travel awareness to Local Authorities, Health Boards, Health Promotions, higher education and further education institutions, and other large public and private sector employers within the region;
- ❖ Working in close liaison with School Travel Plan Coordinators to ensure seamless approaches are taken to school travel and to raise awareness of transport issues amongst young people;
- ❖ Work in close liaison with Local Authorities within the region and other existing Travel Plan Coordinators, within the region and across Scotland, to ensure the dissemination of Best Practice for Travel Plans and travel awareness, and best use of resources, is achieved;
- ❖ Ensuring that Travel Planning, and sustainable transport generally, are mainstreamed in the regional transport strategies as they are developed;
- ❖ Promoting travel awareness and encouraging actions and initiatives aimed at changing travel behaviour and reducing single occupancy car use;
- ❖ Working in liaison with the Scottish Executive, other Regional Transport Partnerships, Local Authorities and relevant sustainable travel organisations as appropriate to ensure best practice and the sharing of knowledge and policy development;
- ❖ Building a Travel Plan and sustainable travel knowledge base within the Regional Transport Partnership that can be further built upon in future years, to be used as a resource for the Transport Partnership and the region.

Travel Planning Strategy

The aim of NESTRANS' Travel Planning Strategy is to encourage a shift away from car dependence by improving transport choice and promoting travel awareness. NESTRANS will work to co-ordinate the development and implementation of this Strategy and Action Plan, in close liaison with Officers in Aberdeen City Council and Aberdeenshire Council, with other local employers and key stakeholders. To this end NESTRANS has identified 3 key areas; Travel Plans, Direct Interventions and Travel Awareness which it will work to develop over the next 18 months. Within each of these there are core objectives and key actions that come from those objectives and appropriate targets with which to measure progress.

1. Travel Plans

NESTRANS will continue to promote Travel Plans in north east Scotland and will work to co-ordinate the development and implementation through the following measures:

Partnership Working

Continue to work in close liaison with the Scottish Executive, other Transport Partnerships, Local Authorities, sustainable travel organisations and key stakeholders to share knowledge, coordinate delivery and develop and disseminate best practice.

At a local level NESTRANS will continue to chair the North East Travel Plan Group to develop and improve local Travel Plan networks as a forum for knowledge sharing and development of best practice, and thereby assist in the delivery of Travel Plans. This group brings together representatives from NESTRANS, Aberdeen City Council, Aberdeenshire Council, Aberdeen University, The Robert Gordon's University, NHS Grampian and the Dyce TMO to meet every 6 weeks to discuss and coordinate Travel Planning in north east Scotland.

At a national level NESTRANS will continue to work with the Scottish Sustainable Travel Group to develop and improve national Travel Plan networks as a forum for knowledge sharing and development of best practice, and thereby assist in the delivery of Travel Plans. This group brings together representatives from each Regional Transport Partnership and the Scottish Executive at quarterly meetings to discuss and coordinate Travel Planning at a national level.

Working closely with both these groups, NESTRANS will promote the dissemination of best practice for Travel Plans and sustainable travel, and best use of resources is achieved. NESTRANS will also continue to liaise with other agencies (such as TravelWise, Cycling Scotland, Sustrans, The Energy Saving Trust, etc.) involved in travel awareness and with national travel awareness initiatives promoted by the Scottish Executive. NESTRANS will also work with Aberdeen City Council and Aberdeenshire Council to develop a coordinated approach to the promotion of Travel Plans and travel awareness.

- ❖ Target: Promote coordination and partnership working by ensuring regular and effective meetings of these working groups.

Public Sector Travel Plans

Continue to support and co-ordinate the development of effective Travel Plans by Public Sector organisations in north east Scotland

As a condition of the Scottish Executive grant assistance for promoting travel awareness, the Executive has set a target for each Local Authority and all major hospitals and health centres within the region to have developed effective and operational Travel Plans by April 2008. Aberdeen City Council Aberdeenshire Council and the major hospital in region are working to develop, or have developed Travel Plans, as are The Robert Gordon University and Aberdeen University.

A Travel Plan is a continuous process and NESTRANS will work with Officers to ensure Aberdeen City Council and Aberdeenshire Council have effective Travel Plans in operation by April 2008, and work to encourage and assist the continued development and improvement of these Travel Plans in line with current Best Practice. NESTRANS will also publish guidance on the development of effective Travel Plans and seek to identify further opportunities for the development of Travel Plans in the region and actively promote Travel Plans to other Public Sector Organisations.

- ❖ Target: Monitor and support the continued development of Local Authority and Health Board Travel Plans in line with the Scottish Executive's targets for April 2008.
- ❖ Target: Publish guidance on the development of effective Travel Plans.
- ❖ Target: Identify further opportunities for the development of Public Sector Travel Plans in the region.

Voluntary Private Sector Travel Plans

Continue to promote the development of effective Travel Plans by Private Sector employers in consultation with business associations by promoting their benefits and providing free advice and assistance.

The former NESTRANS voluntary transport partnership introduced a business orientated travel awareness programme with a dedicated Travel Awareness Project Leader responsible for promoting Travel Planning. NESTRANS will continue to market the benefits of Travel Plans to the Private Sector, and will work with Aberdeen City Council and Aberdeenshire Council to identify larger employers and large employment sites with a view to encouraging travel awareness.

NESTRANS aims to increase the number of north east employers with active Travel Plans and will provide free advice and assistance to aid in their preparation and implementation. To this end NESTRANS will publish and distribute a 'Travel Plans: A Guide for Businesses in Aberdeen City and Shire' booklet marketing the benefits of Travel Plans to businesses and contact larger employers in north east Scotland promoting travel awareness.

- ❖ Target: Contact larger employers in north east Scotland over the next 18 months offering free advice and assistance in developing Travel Plans.
- ❖ Target: Publish 'Travel Plans: A Guide for Businesses in Aberdeen City and Shire' booklet promoting Travel Plans and travel awareness.

School Travel Plans

Continue to support the work carried out by both Local Authorities in promoting and developing Travel Plans for schools in their areas.

The day-to-day work on school Travel Plans often involves very specific activities for schools, linking travel awareness to the curriculum and other education initiatives and much of this work is carried out by Council Officers and supported by Sustrans. NESTRANS aims to support the work carried out by Aberdeen City Council and Aberdeenshire Council in promoting and developing Travel Plans for schools in their

areas; supporting each Council in setting targets for School Travel Plans and working in close liaison with School Travel Plan Coordinators through the North East Travel Plan Group.

Working closely with Council Officers, NESTRANS will promote a coordinated approach to school travel and encourage links between school Travel Plans and other Travel Plans in the region; providing an opportunity to ensure travel awareness is promoted in childhood and continues into adulthood.

- ❖ Target: Support Local Authorities in setting and meeting targets for School Travel Plans.

Development Control

Support the work being carried out by both local authorities in requiring Travel Plans as part of the Development Control process.

NESTRANS will work with Aberdeen City Council and Aberdeenshire Council to ensure a common approach to Travel Plans created as part of the Development Control process and, where appropriate, NESTRANS will seek to insure a consistent approach on Travel Plans and travel awareness issues. NESTRANS will also work with Aberdeen City Council and Aberdeenshire Council to develop a database of Development Control Travel Plans in the region including details of monitoring and enforcement.

- ❖ Target: Develop and maintain a database of Development Control Travel Plans in the region, including details of monitoring and enforcement over the next 18 months.

2. Direct Interventions

NESTRANS will undertake the following direct interventions to promote Travel Plans and travel awareness in north east Scotland:

Transport Management Organisations

Continue to support Dyce TMO and to work to identify further opportunities to develop TMOs or similar organisations in north east Scotland.

The former NESTRANS voluntary transport partnership along with Aberdeen City Council played a key role in establishing a Transport Management Organisation (TMO) in Dyce, with NESTRANS funding the initial start up costs for the preparation of a Dyce Travel Plan and putting in place organisational structures for the TMO. A TMO is a company set up to promote travel awareness in a particular geographical area, such as a business park, by the businesses located in that area. The concept which is being developed in several American cities is that businesses themselves fund, or largely fund the operation of the TMO by paying a membership subscription per employee, with Federal and State Government providing tax incentives to encourage membership.

The TMO has led the way as a pilot organisation in business travel planning in the UK. Dyce TMO is not yet achieved a position of being fully self-financing through membership subscription with membership at around 6,000 employees. In recognition of this, the NESTRANS budget for 2006/07 provides for £55,000 in support of TMOs of which £39,000 is committed to support Dyce TMO. The remaining £16,000 allocated to support the identification, promotion and development of a Transport Management Organisation or similar organisation in other parts of north east Scotland such as Altens/Tullos or Westhill. It is intended that in subsequent financial years this full amount will be invested in establishing further TMOs in the region.

- ❖ Target: Support continued development to the Dyce TMO, providing advice and assistance as appropriate.
- ❖ Target: Work to identify further opportunities for the development of TMOs or similar organisations in north east Scotland such as in Altens, Tullos or Westhill.

Sustainable Travel Grant Scheme

Continue to support and encourage Travel Planning and travel awareness by providing a Sustainable Travel Grant Scheme that can provide financial assistance to organisations investing in measures aimed at encouraging sustainable travel.

In 2004 NESTRANS established a Sustainable Travel Grant Scheme to part-fund improvements at employer's premises and to encourage a change in travel behaviour in north east Scotland. The Scheme provided funding support for measures implemented as part of a Travel Plan when not required as part of the planning process. NESTRANS will review achievements of the Sustainable Travel Grant Scheme to date and re-launch the Scheme with new NESTRANS corporate image. NESTRANS will also work to identify further sources of funding that may be available to promote Travel Plans and travel awareness.

- ❖ Target: Review achievements of the Sustainable Travel Grant Scheme to date.
- ❖ Target: Re-launch the Sustainable Travel Grant Scheme with new NESTRANS corporate image.

NESTRANS Car Share Scheme

Continue to support and encourage car sharing by promoting the NESTRANS Car Share Scheme to individuals and organisations and by highlighting the benefits of car sharing.

In 2004 NESTRANS established and promoted a branded Liftshare car share scheme. Car sharing is when two or more people share a car and travel together. It allows people to benefit from the convenience of the car, whilst saving money and helping to alleviate the associated problems of congestion and pollution. NESTRANS will continue to support and promote the car share scheme and re-brand the scheme with new NESTRANS corporate image.

- ❖ Target: Continue to actively support and promote car sharing through the NESTRANS car share scheme.
- ❖ Target: Re-brand the NESTRANS car share scheme new NESTRANS corporate image.

3. Travel Awareness

NESTRANS will continue to promote travel awareness in north east Scotland and will work to co-ordinate the development and implementation through the following measures:

Public Awareness

Continue to promote travel awareness to the public, in co-ordination with Aberdeen City Council and Aberdeenshire Council and key stake holders, through publications and through National and International events such as Green Transport Week, Bike2Work Week and European Mobility Week

NESTRANS will continue to encourage travel awareness by; working with other Regional Transport Partnerships, Local authorities, the Scottish Executive and other stakeholders; encourage participation in national and international events such as Green Transport Week, Bike to Work Week and European Mobility Week; local and national campaigns; support Aberdeen City Council and Aberdeenshire Council and other organisations in their efforts to promote travel awareness; and by promoting travel awareness and travel plan support through published literature such as articles in the Aberdeen and Grampian Chamber of Commerce Business Bulletin.

- ❖ Target: Organise or support at least 3 travel awareness events or publications annually.

Budget

The grant assistance offered to NESTRANS by the Scottish Executive is up to a maximum of £130,000 allocated in two equal instalments of £65,000 in financial years 2006/07 and 2007/08. As a demonstration of its commitment to promoting travel awareness and Travel Plans, NESTRANS has allocated additional funding from its Revenue Budget for Travel Plans and travel awareness in financial year 2006/07:

Travel Plans/Travel Awareness Funding Financial Year 2006/07	
• Scottish Executive Funding	65,000
• NESTRANS Revenue Budget	65,000
	130,000

This budget formed of the Scottish Executive Grant and an additional contribution from the NESTRANS Revenue Budget will be allocated as follows:

Travel Plans/Travel Awareness Budget Financial Year 2006/07	
• Transport Management Organisation Support	55,000
• NESTRANS Car share website	10,000
• Sustainable Travel Grant Scheme	25,000
• Other/Promotional	10,000

• Staffing Costs	30,000
	130,000

The specific details of funding for NESTRANS' Travel Planning Strategy and Action Plan in financial year 2007/08 will be determined in due course, however, NESTRANS aims to continue to build on its achievements in this area to date and to this end will endeavour to continue provide funding for travel awareness matching its commitment to date.

Reporting

This Travel Planning Strategy and Action Plan is intended to guide the Travel Plan/travel awareness activities of the Partnership and assist in co-ordinating efforts with other travel planners in the north east. NESTRANS will work with the Scottish Executive, other Transport Partnerships, Local Authorities, sustainable travel organisations and key stakeholders to meet the objectives and specific targets identified in this strategy and action plan.

NESTRANS will continually monitor progress and prepare and submit necessary reports on the Travel Planning Strategy and Action Plan with the aim of developing a new Strategy and Action Plan as this one come to an end.

- NESTRANS Travel Planning Strategy and Action Plan Overview

1. Travel Plans

Partnership working	
Objective:	<i>Continue to work in close liaison with the Scottish Executive, other Transport Partnerships, Local Authorities, sustainable travel organisations and key stakeholders to share knowledge, coordinate delivery and develop and disseminate best practice.</i>
Key Actions:	<ul style="list-style-type: none"> ❖ Chair the North East Travel Plan Group bringing together Travel Plan Coordinators from the public and private sector and help share best practice and coordinate work. ❖ Support the work of the Scottish Sustainable Travel Group bringing Officers from the Regional Transportation Partnerships to help share best practice and coordinate work.
Targets:	<ul style="list-style-type: none"> ❖ Promote coordination and partnership working by ensuring regular and effective meetings of these working groups.
Public Sector Travel Plans	
Objective:	<i>Continue to support and co-ordinate the development of Travel Plans by Public Sector employers in north east Scotland.</i>
Key Actions:	<ul style="list-style-type: none"> ❖ Continue to work to with Public Sector employers to develop Travel Plans through the North East Travel Plan Group. ❖ Seek to identify further opportunities for the development of Public Sector Travel Plans in the region.
Targets:	<ul style="list-style-type: none"> ❖ Monitor and support the continued development of Local Authority and Health Board Travel Plans in line with the Scottish Executive's targets for April 2008. ❖ Publish guidance on the development of effective Travel Plans. ❖ Identify further opportunities for the development of Public Sector Travel Plans in the region.
Voluntary Private Sector Travel Plans	
Objective:	<i>Continue to promote the development of Travel Plans by Private Sector employers in consultation with business associations by promoting their benefits and providing free advice and assistance.</i>
Key Actions:	<ul style="list-style-type: none"> ❖ Work to promote Private Sector Travel Plans through publication of 'Travel Plans: A Guide for Businesses in Aberdeen City and Shire' booklet. ❖ Offer free advice and assistance to businesses producing a Travel Plan.
Targets:	<ul style="list-style-type: none"> ❖ Contact larger employers in north east Scotland over the next 18 months offering free advice and assistance in developing Travel Plans. ❖ Publish 'Travel Plans: A Guide for Businesses in Aberdeen City and Shire' booklet promoting Travel Plans and travel awareness.
School Travel Plans	
Objective:	<i>Continue to support the work carried out by both Local Authorities in promoting and developing Travel Plans for schools in the area.</i>

Key Actions:	❖ Work in close liaison with School Travel Plan Coordinators through the North East Travel Plan Group to ensure seamless approaches are taken to school travel and to raise awareness of transport.
Targets:	❖ Support Local Authorities in setting and meeting targets for School Travel Plans.
Development Control	
Objective:	<i>Support the work being carried out by both Local Authorities in requiring Travel Plans as part of the Development Control process.</i>
Key Actions:	<ul style="list-style-type: none"> ❖ Work with Local Authorities to ensure a common approach to Travel Plans created as part of the Development Control process. ❖ Develop a database of Development Control Travel Plans in the region including details of monitoring and enforcement.
Targets:	❖ Develop and maintain a database of Development Control Travel Plans in the region over the next 18 months.

2. Direct Interventions

Transportation Management Organisations	
Objective:	<i>Continue to support the work of Dyce TMO and to work to identify further opportunities to develop TMOs or similar organisations in north east Scotland.</i>
Key Actions:	<ul style="list-style-type: none"> ❖ Establish and support the work of Dyce TMO in promoting travel awareness in the Dyce area. ❖ Investigate further opportunities for the development of TMOs or similar organisations in north east Scotland such as in Altens, Tullos and Westhill.
Targets:	<ul style="list-style-type: none"> ❖ Support continued development to the Dyce TMO, providing advice and assistance as appropriate. ❖ Work to identify further opportunities for the development of TMOs or similar organisations in north east Scotland such as in Altens, Tullos or Westhill.
Sustainable Travel Grant Scheme	
Objective:	<i>Continue to support and encourage Travel Planning and travel awareness by providing a Sustainable Travel Grant Scheme offering financial assistance to organisations investing in measures aimed at encouraging sustainable travel.</i>
Key Actions:	❖ Establishing a Sustainable Travel Grant Scheme to provide matched funding for schemes promoting sustainable transport in north east Scotland.
Targets:	<ul style="list-style-type: none"> ❖ Review achievements of the Sustainable Travel Grant Scheme to date. ❖ Re-launch the Sustainable Travel Grant Scheme with new NESTRANS corporate image.
NESTRANS Car Share Scheme	
Objective:	<i>Continue to support and encourage car sharing by promoting the NESTRANS Car Share Scheme to individuals and organisations and by highlighting the benefits of car sharing.</i>
Key	❖ Implementation of the NESTRANS car share scheme with around 500 members.

Actions:	
Targets:	<ul style="list-style-type: none"> ❖ <u>Target:</u> Continue to actively support and promote car sharing through the NESTRANS car share scheme. ❖ <u>Target:</u> Re-brand the NESTRANS car share scheme new NESTRANS corporate image.

3. Travel Awareness

Public Awareness	
Objective:	<i>Continue to promote travel awareness to the public, in co-ordination with Aberdeen City Council and Aberdeenshire Council and key stake holders, through national and international events such as Green Transport Week, Bike2Work Week and European Mobility Week.</i>
Key Actions:	<ul style="list-style-type: none"> ❖ Work with Aberdeen City Council and Aberdeenshire Council to encourage participation in national and international events such as Green Transport Week, Bike2Work Week and European Mobility Week. ❖ Support both Local Authorities and other organisations in their efforts to promote travel awareness.
Targets:	<ul style="list-style-type: none"> ❖ Organise or support at least 3 travel awareness events or publications annually.