

# North East of Scotland Travel Planning Partners



## Travel Plan Strategy and Action Plan February 2009



Nestrans  
Archibald Simpson House  
27-29 King Street  
Aberdeen  
AB24 5AA

Tel: 01224 625524  
Fax: 01224 626596

Email: [dkent@nestrans.org.uk](mailto:dkent@nestrans.org.uk)  
Web: [www.nestrans.org.uk](http://www.nestrans.org.uk)

# DRAFT

## 1.0 Purpose

1.1 This document provides an outline of the North East Transport Partnership's (*Getabout* group) Travel Planning Strategy and Action Plan for the next 10 years with specific targets and actions relating to the 1 year period from April 2009-April 2010. It sets out the core objectives of the Strategy, and details an Action Plan for promoting Travel Plans (residential, School, community, leisure and workplace) travel awareness and cultural change across the region.

## 1.2 Aim

The aim of the *Getabout* Travel Planning Strategy is to give a clear path for the development of travel plans and associated cultural change activities over the next 10 years with a specific set of targets for the next 18 months.

## 1.3 Objective

The objective of the strategy is to aid the social, economic, health and environmental development of North East Scotland. This will be achieved with a mixture of both statutory and voluntary travel plans resulting in a decrease in single car occupancy trips and an increase in walking, cycling, car sharing, public transport trips, working at home, video conferencing and home delivery.

This will be delivered with partners in land use planning, health, public transport operators, commercial companies, the voluntary sector and Government at local and national level.

## 1.4 The **structure plan** vision

*"By 2030, Aberdeen City and Shire will be an even more exciting, modern and sustainable European City Region and an excellent place to live, visit and do business.*

*We will be recognised for:-*

- *Our enterprise and inventiveness, particularly in the knowledge economy and in high value markets;*
- *The unique qualities of our environment; and*
- *Our high quality of life*

*We will have acted confidently and taken the courageous decisions necessary to further develop a robust and resilient economy and to lead the way towards development being sustainable, including dealing with climate change and our society being more inclusive*

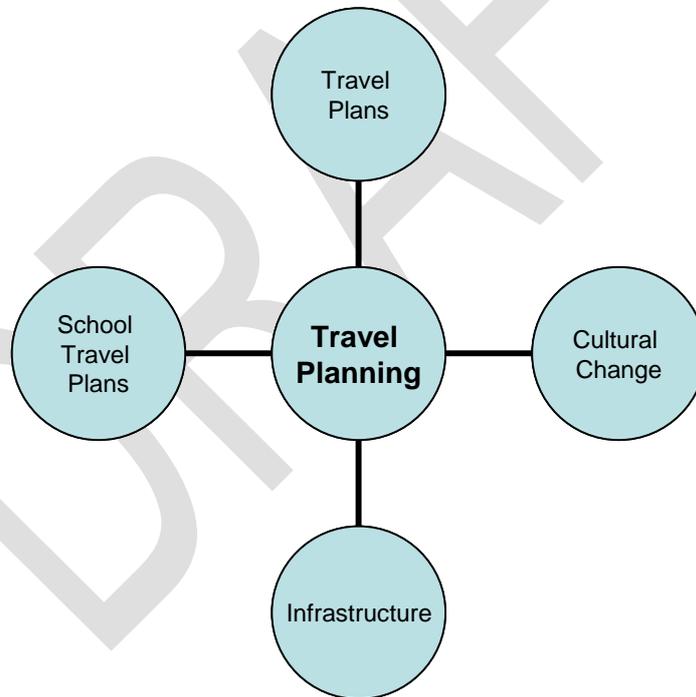
## 1.5 **Nestrans** Regional Transport Strategy's vision

A transport system for the north east of Scotland which enables a more economically competitive, sustainable, and socially inclusive society.

Travel plans are a key part of the area's ability to deliver these visions and have a part to play in every aspect of both visions. In particular the sustainability and social inclusiveness can only be delivered by travel planning activity; infrastructure has a minor role to play in these areas.

## 2.0 What is Travel Planning?

It is a generic term covering travel plans themselves, and behaviour/cultural change activities.



## 3.0 Background

The strategy makes a clear distinction between access and transport and takes a broader view to the stakeholders' objectives which may not be primarily about transport.

### 3.1 Transport and Access

Transport is essentially the fallback position if access fails. To live in the 21<sup>st</sup> century people need access to at least the following: education, health services, employment, shopping, leisure, friends and family.

3.2 Transport is both led by, but mainly leads land use planning, to which it is very closely linked and both are responsible for and pushed by cultural change, which affects both access and transport choice.

3.3 Prior to the widespread use of private cars in towns and villages most people could access services within a 2 mile radius of their home. Over the last 50 years private car ownership in the UK has grown from about 250,000 to over 25million. The space required for these vehicles both in storage and in use has resulted in dispersal in geographical space and a centralisation in organisational operation. This has led to in the closure of local services both statutory and commercial and their replacement in centralised but often distant locations. However the time taken to access these components has remained fairly constant for vehicle owners - just the

distance and energy consumption has increased. For those without access to a private vehicle, access to services can be a serious difficulty.

3.4 Technology has developed to the extent that access is now possible without personal transport. Internet shopping, distance learning courses, home working, internet gaming and software packages, webcams, ISDN lines and fibre optic cables, video conferencing and social networking sites could result in very few trips outside the home. While that is probably not possible or desirable, a reduction in the number of trips is possible utilising these technologies. Large savings can be made by for example internet food shopping. Currently one HGV of food requires 600 car trips to take it away again. An increase in home deliveries would make a real difference in the number of car trips made.

3.5 This growth in car dependence and use has led to three major problem areas: social exclusion, poor health and a degraded environment.

### **3.6 Social Effects**

The social effects of the overuse of cars have been the most damaging. Non-car users are being progressively excluded from the components of normal life as land use planning policies and organisational change result in the dispersal of the components of normal life to locations which non-car users not only find difficult to access but more importantly difficult to access in sequence. The current non-car transport network usually only allows access to one location at a time and usually requires several trips on a series of radial routes to reach orbital locations in sequence easily accessible by private car or "powered two-wheelers" (PTW). This has resulted in a growing and significant social exclusion problem which is likely to increase as the population ages.

3.7 In general groups most affected by social exclusion are young or elderly people, economically disadvantaged people and women (in particular middle-aged and older women). It is precisely these groups which form the focus of many government and local government policies. In particular, the policies to re-train and employ economically disadvantaged people. The Government wants to bring them into the economy and alleviate the social problems and costs that accrue from their inactivity in the economy. This is severely disadvantaged by the current land use planning and transport policies.

3.8 These policies have also assisted in the breakdown of communities, community severance and social isolation amongst the socially excluded.

### **3.9 Health**

Health issues are a serious item across Scotland, which has the worst health statistics in Western Europe and is the world's second most obese nation after the USA. Health is almost entirely a product of wealth. The new socially excluded are mainly people living at or below the poverty line with a large number of elderly people making up their numbers. Lack of access to a car is used as one of the indicators in the index of multiple deprivation. In an affluent area like the North East the socially excluded are more excluded due to their relative numbers. Indeed Professor Townsend's definition of poverty adopted by the Scottish Government is almost entirely access based:-

*" People are relatively deprived if they cannot obtain, at all or sufficiently, the conditions of life - that is, the diets, amenities, standards and services - which allow them to play the roles, participate in the relationships and follow the customary behaviour which is expected of them by virtue of their membership of society. If they lack or are denied resources to obtain access to these conditions of life and so fulfil membership of society, they may be said to be in poverty." (Townsend, 1993)*

3.10 There is the direct effect on health and mortality caused by transport accidents in particular focused on vulnerable groups in society as well as young men in the 18-25 age group where in that demographic, vehicle accidents and suicide are the top two causes of death. Children from disadvantaged backgrounds are 5 times more likely to be involved in an accident with a car resulting in being killed or seriously injured (KSI) than , however the majority of health related problems are not directly the result of the operation of transport systems. Ref Grampian Police 2008

3.11 Poor health is almost entirely linked to the individual's economic condition which dictates their physical and mental health condition. This however has a large access component as outlined above, but the deterioration of fitness which will result in poor health is seen across the economic spectrum. The number and use of vehicles is combining with changed working conditions and in house entertainment systems to reduce the energy individuals need to expend in a normal day. The number of calories consumed in an average day has dropped slightly over the past 60 years but the levels of activity required to maintain health has dropped to a far larger degree.

Ref 4 Scottish Statistics

3.12 This has resulted in poor levels of fitness even amongst the economically advantaged and in particular children and young people with a specific focus on females. The root causes of this change are many but can be narrowed to the number and use of vehicles and cultural change partially created by car ownership. The most common reason for preventing children from being out of the house is the danger from traffic and the associated worry they will be abducted. This has led to a tendency for children to be kept indoors and driven around more – with predictable fitness outcomes.

3.13 In an increasingly elderly society over the next 30/40 years, significant cost savings are possible across a range of budgets in fall prevention and safe routes to local facilities for elderly people to encourage active living.

### **3.14 Economic**

3.15 The economy of the area is of primary importance to stakeholders, and due to its isolated position and low indigenous population, the North East has a greater need for fast external transport links to distant markets. Road traffic congestion is a primary cause of delays to freight and business vehicles. The travel plan strategy needs to tackle those short trips that can be made by active travel to increase the reliability and effectiveness of the road network to allow North East companies the best economic advantage possible. The Travel plan also has a role in bringing the best qualified and skilled workers to the site and maintaining existing staff.

### **3.16 Equal Opportunities**

This is a legally untested area so far, however, organisations who provide free car parking at their site are giving those employees a considerable subsidy for coming to work in a car. If the site is in a high value area and is staffed and has lighting and CCTV this subsidy increases. In Aberdeen city centre where parking costs can be upwards of £143 per month, the subsidy is even greater. The tax system penalises subsidy to public transport users so a direct subsidy to other transport users is not possible. However the free car park remains a large subsidy to employees with cars which can be in excess of £2000 per year. The employees most likely to be disenfranchised are low paid staff without cars. Where parking is provided on a first-come basis, this may adversely affect parents/carers who are likely to arrive later than other employees and fail to find a parking space on site.

### **4.0 Environmental**

The environmental impacts of transport are well documented. All councils in Scotland have signed the Climate Change declaration and there is an increasing problem with air quality in some parts of Aberdeen and the larger Aberdeenshire towns, along with increased noise both impacting on health. The increasing urgency to curtail climate change emissions is putting the transport sector under increasing pressure as it is the only sector where emissions are continuing to grow, in contrast to increasingly stringent reduction targets elsewhere.

4.1 There are considerable impacts on landscape, wildlife and habitat from land use and transport policies. These are dealt with through the SEA process.

### **5.0 Cultural issues**

Cultural issues impact heavily on transport choice. There is a hierarchy with flying at the top and walking at the bottom. At all levels individuals are assumed to only use one form of transport a “motorist” Cyclist” “bus user” etc. These impacts on the strategy of the RTS to promote transport choice and for travel plans promoting the most sensible mode for each journey. Towards the top of the hierarchy is a closely defined car hierarchy with vehicle types ranked to define an individual’s social and financial status.

Scotland has cultural norms closer to the North American model where the primary mode of transport is a status-defining construct. This affects the entire land use planning and urban form debate, influencing even very minor trip choice (Ref 4).

### **6.0 Regional Transport Strategy**

6.1 The A to B Regional Transport strategy recognises the importance of a balance of transport and ensuring the continued development and maintenance of an efficient and effective transportation infrastructure. The RTS identifies improvements to road, public transport, pedestrian and cycling networks in north east Scotland and A to B has worked with both Local Authorities to support the enhancement of these networks. The RTS 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.

6.2 The Travel plan strategy for the area will therefore work to address the social, health, economic, equal opportunities, cultural and environmental issues in North East Scotland, working within the parameters of the NTS, RTS and the two LTS documents as well as other relevant strategies such as health, social and economic.

## **7.0 Partnership**

A to B is a partnership and as such will work through the Travel Planning group, with partners, to achieve the aims of the strategy. This will involve buy-in from all the partners to a collaborative consensus-led working method.

## **8.0 The Nature of the A to B Area**

8.1 The A to B area comprises of a small compact city and a large sparsely populated rural hinterland with significant towns and villages.

### **8.2 Aberdeenshire**

Aberdeenshire has one of the highest car ownership profiles in Scotland, it has only 0.6% of the bottom 20% data sets of the Scottish Index of Multiple Deprivation (SMID) and has Banchory West which is the 3<sup>rd</sup> least deprived place in Scotland. Like other city regions, the north east has seen a considerable movement of affluent residents moving to Aberdeenshire for quality of life reasons. This has resulted in a group of “urban” people living in a rural location but continuing a city lifestyle. This has caused a considerable loss in accessibility for less affluent rural inhabitants with a raft of services and businesses becoming uneconomic including local shops, bus services and service industries. There are also a number of people living in “deep rural” locations where trip times are long and local services expensive and difficult to provide. The towns across Aberdeenshire are often small and well dispersed with considerable distances between them. There has been investment in the road network to shorten journey times particularly to the deprived post-fishing economy of the Buchan area to aid regeneration. This has made some trips by public transport outwith the main corridors uncompetitive in journey times between settlements. However, in common with more urban areas, there is a considerable short trip percentage of travel with specific trips to school and shops being particularly relevant to travel plans.

### **8.3 Aberdeen**

Aberdeen is a compact and easily accessible city with some wide roads, a radial bus service and a limited local railway service along one corridor. The primary use of the railway is long distance travel primarily to/from the north-west and south, where trip times can be competitive with car travel. There are two major bus operators in the area - First Aberdeen and Stagecoach Bluebird. First tends to serve Aberdeen, with Stagecoach providing a predominantly radial network between Aberdeenshire towns and the City. The quality of the buses in the city and radials into Aberdeenshire is good and there is real-time information at major stops within the First Aberdeen network. There has been limited relocation of retail to the edge of the city and new retail floor space will come on stream in 2009 in the city centre to complement the existing retail experience.

8.4 There is a strong housing market fuelled by the higher than average employment and salaries in the area, where average wages can be more than double the UK national average. Aberdeen has 2.8% of the lowest data sets in Scotland and unlike most places has seen this number grow from 2.1% in 2004.

## 8.5 Challenges

Travel planning in the North east faces several challenges over the next 10 years which will pose both opportunities and threats:

- Land use planning along the periphery of the city could create employment floor-space with no clear public transport and active travel penetration though there is a presumption in the draft structure plan that development will be along established transport corridors. Significant housing, employment and retail developments are expected in this area, with 72,000 new homes allocated in the draft Structure Plan - in a variety of locations predominantly on Greenfield sites.
- The development of the Aberdeen Western Peripheral Road (AWPR) will unlock more land for development and provides an opportunity to secure benefits particularly within the city if measures are implemented to lock these in.
- The proposed golf resort development at Menie Estate poses a major travel planning challenge due to the size of the development and the limited transport infrastructure to link it with the city where most of the service economy employment will be sourced. The AWPR and the Balmedie to Tippetty dualling on the A90 will improve car access but bus and active travel opportunities will need to be improved through the travel plan.
- Changes in legislation affecting the bus industry are a distinct possibility within this period of time which may allow more targeted travel plan services. Even without this change, bus operators are becoming more responsive to customer need and this can only increase in the future as they seek to increase market share.
- Dyce is a major employment area with heavy car use and limited public transport access. Support for access from the station and better penetration into industrial estates and to the airport are a priority as is support to the TMO
- Enhanced local rail opportunities, included within the CrossRail proposals are expected to deliver a step change in rail services to the city and Dyce however the problems with access to Dyce station remain.
- Over the period of the plan energy prices are expected to rise leaving a well resourced travel plan vital to maintain employment access and competitiveness
- There may well be increased pressure on carbon fuelled vehicles as part of the climate change agenda.

## 9.0 The Tools

Travel planning has a variety of tools to help achieve the outcomes; these are definitions of what is expected .i.e.: if an organisation says it has a car share scheme but only has the internet software then it only has a component of the scheme not a full car share scheme.

	<b>Hard measures</b>
1	Travel plan conditions on all new developments with enforceable penalties. A clear commitment from senior management level to the process. Evidence – Supplementary Planning guidance and senior management commitment at the Development control level through to the chief executive.
2	Agreed common travel plan strategies across the A to B area with clear measurable outcomes. Evidence – a set of agreed standards either paper or web based.
3	A measuring tool to detail the extent development and impact of travel plans Evidence – a set of agreed outcomes centred round the Bsl standards on Travel Plans.
4	Car Park Management: can include bay control, pass control, short stay parking for visitors, charging, CCTV, barriers, lighting, mobility impaired space, pool car/car club space and car share bays.
5	Car share scheme Evidence - <ul style="list-style-type: none"> <li>• Internet software</li> <li>• Marked bays close to the entrance</li> <li>• Enforcement</li> <li>• Free Taxi home scheme</li> <li>• Monitoring and reporting</li> </ul>
6	Car Club Evidence - <ul style="list-style-type: none"> <li>• Residential/workplace based car club contract</li> <li>• Cars and bays in relevant areas</li> <li>• Business use</li> <li>• Monitoring and reporting</li> </ul>
7	Active travel infrastructure Evidence - <ul style="list-style-type: none"> <li>• Cycling and walking routes on the site</li> <li>• Covered secure cycle parking</li> <li>• Showers</li> <li>• Lockers</li> <li>• Drying room/equipment</li> <li>• Hairdryer</li> <li>• Signs and notices</li> </ul> <p>For School travel plans the showers/drying room components will be absent</p>
8	Tax free cycle scheme Evidence- <ul style="list-style-type: none"> <li>• Numbers of staff taking up scheme</li> </ul>
9	Public transport access on site if appropriate Evidence <ul style="list-style-type: none"> <li>• Bus lanes</li> </ul>

	<ul style="list-style-type: none"> <li>• Bus shelters</li> <li>• Bus shuttles to other public transport</li> <li>• Taxis</li> </ul>
10	<p>Bus tax free season ticket scheme</p> <p>Evidence –</p> <ul style="list-style-type: none"> <li>• Contract with bus companies</li> <li>• Numbers of people on the scheme</li> </ul>
11	<p>Public Transport season tickets on an interest free loan, season tickets that are rail only or have a rail component</p> <p>Evidence –</p> <ul style="list-style-type: none"> <li>• Numbers on scheme</li> </ul>
12	<p>Walking bus/Cycle train</p> <p>Evidence-</p> <ul style="list-style-type: none"> <li>• Reduction in number of cars driving children to school</li> </ul>
13	<p>Powered two Wheelers (PTW) facilities</p> <p>Evidence –</p> <ul style="list-style-type: none"> <li>• Secure covered PTW parking in a priority setting</li> </ul>
14	<p>The establishment and support of Transportation management Organisations (TMOs) to add to the successful Dyce example</p>

	<b>Soft measures</b>
	<p>Establishment of a strong coherent brand the partners can work under. This can be a new “North East specific” brand or an off-the-shelf brand like <i>Travelwise</i>..</p> <p>The development of an agreed communications strategy</p> <p>Evidence</p> <ul style="list-style-type: none"> <li>• Development of an agreed brand and communications strategy</li> <li>• Stock of promotional items for use by all</li> <li>• Publicity and display material including stands, tents for outside events, coats for staff, lighting, banners, street dressings, stickers, flags and similar in the agreed brand</li> </ul>
15	<p>Clear commitment from senior management level to the travel plan and its actions.</p> <p>Evidence</p> <ul style="list-style-type: none"> <li>• Signed papers, meetings and minutes</li> </ul>
16	<p>A proportion of the budget for all “hard” measures to promote their launch and use</p> <p>Evidence</p> <ul style="list-style-type: none"> <li>• Strategy to take 2% of the construction budget for promotion and publicity</li> </ul>
17	<p>For larger organisations and schools: clear, up to date information devoted to the travel plan</p> <p>Evidence</p> <ul style="list-style-type: none"> <li>• Section of business / school website dedicated to travel plan - The number of websites or part websites operating each year</li> <li>• Hard paper / electronic copy of travel planned as issued to the community / parents / staff...</li> </ul>
18	<p>Establishment of Facebook/bebo/myspace/utube sites to allow interaction, photos, messages, communication with key demographics.</p>
19	<p>Establishment of a North East Club for sustainable transport in a “good Going” model, featuring a website, pledge card, database, and discounts with a wide range of businesses, organisations and services as partners in the scheme</p> <p>Evidence</p> <ul style="list-style-type: none"> <li>• Setting up of the scheme</li> <li>• Number of participating businesses</li> <li>• Number of card holders</li> <li>• Frequency of contact</li> </ul>
	<p>Participation in the national “weeks” and “days” depending on the organisation a minimum of 4 events a year. In particular</p> <ul style="list-style-type: none"> <li>• Walk to school week (s) / health weeks, Eco weeks incorporating transport issues</li> <li>• Walk on Wednesdays</li> <li>• GO FOR IT scheme (Aberdeenshire schools)</li> <li>• Strider challenges (Aberdeen City schools)</li> <li>• Bike week including bike to work and bike to school</li> <li>• European mobility week including In Town without my car, public transport day etc</li> <li>• Liftshare day</li> </ul>

	<ul style="list-style-type: none"> <li>• PTW day</li> <li>• Use of established community events to run activities around, local fairs, local holidays, Christmas, New Year, Burns Night, Valentines Day, Easter, Divali, May day, Summer Holidays, Halloween, Bonfire night.</li> </ul> <p>Evidence</p> <ul style="list-style-type: none"> <li>• Participation in events and promotions either organised by the partners or individually</li> <li>• Column inches in print media, radio/TV air time, Internet coverage m0</li> <li>• Publishing of key messages</li> </ul>
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## 10.0 Objectives Conclusion

10.1 The 2001 Census found that, 53% of Aberdeen City residents and 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 the A to B' Travel Planning Strategy is to encourage a shift away from car dependence by improving transport choice and promoting travel awareness.

10.2 As a primary objective it seeks to de-couple car ownership and use placing the car *alongside* other modes as a choice. That choice will not be relevant for every trip and the policy will seek to reinforce the attractiveness, ease of use, cost competitiveness and cultural acceptability of other modes.

10.3 This will serve a dual function of reducing congestion for those trips needing to be taken by car and easing the access of those without cars bringing excluded groups into the economy and society.

## 10.4 Objectives:

- ❖ To promote better travel awareness and encourage more business and other organisations to develop and implement travel planning activities
- ❖ Cultural change to encourage a shift towards travel choices that reduce dependence on private cars
- ❖ To reduce dependence on private cars and increase use 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 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.

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

- ❖ Establishing a North East Travel Plan Group to bring together Travel Plan Coordinators from the public and private sector to plan, co-ordinate and deliver travel plans and cultural change activities in the North East
- ❖ 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.
- ❖ Implementation of the car share schemes with around 500 members.
- ❖ Supporting 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.
- ❖ Work with schools through School Travel teams? GO FOR IT and strider programmes?

10.6 The A to B Action Plan for the next 10 years will build on the work the partners have already carried out, working to ensure that the north east of Scotland continues to pilot new and innovative travel awareness projects.

### **11.0 Targets up to April 2009**

- ❖ All Local Authorities within the region to ensure effective travel plans are completed and in operation by each local authority by April 2009. Required Outcome – 100% coverage by local authorities.
- ❖ All major hospitals and health centres are completed and in operation by April 2009. Required Outcome – 100% coverage of main hospitals and health centres.

11.1 In addition to these specific deliverables, the Scottish Government 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 Government, 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.

## **12.0 Partnership Working**

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

12.1 The A to B Group develops and improves 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, Energy Savings Scotland Advice Centre and the Dyce TMO to meet every eight weeks on average to discuss and coordinate Travel Planning in north east Scotland.

12.2 At a national level the A to B partners will continue to work with partners and organisations to develop and improve national Travel Plan networks with ACT TravelWise, Cycling Scotland, Sustrans, The Energy Saving Trust and the Scottish Showcase as forums for knowledge sharing and development of best practice, and thereby assist in the delivery of Travel Plans.

## **13.0 Public Sector Travel Plans**

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

13.1 All public sector bodies now have travel plans and are partners in the group. The partnership will continue to help partners develop and improve their plans.

The partners 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 2009.
- ❖ Target: Publish guidance on the development of effective Travel Plans including supplementary planning guidance.
- ❖ Target: Identify further opportunities for the development of Public Sector Travel Plans in the region.

#### **14.0 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 partners will continue to market the benefits of Travel Plans to the Private Sector, and bring them into the partnership as full members.

The A to B partners aim 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.

#### **15.0 School Travel Plans**

***Continue to support the work carried out by both Local Authorities in promoting and developing Travel Plans with 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. This work is carried out by Council Officers, with associated initiatives, and supported by Sustrans. The partners aim to support the work carried out by Aberdeen City Council and Aberdeenshire Council in promoting and developing Travel Plans with schools in their areas; supporting each Council in setting targets for School Travel Plans and working in close liaison with School Travel Coordinators through the North East Travel Plan Group.

Working closely with Council Officers, A to B group 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.

#### **16.0 Development Management**

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

The A to B group will work with Aberdeen City Council and Aberdeenshire Council to ensure a common approach to Travel Plans created as part of the Development

Management process and, where appropriate, A to B group will seek to insure a consistent approach on Travel Plans and travel awareness issues. A to B group 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.

- ❖ Develop and maintain a database of Development Management Travel Plans in the region, including details of monitoring and enforcement over the next 18 months.
- ❖ Produce supplementary planning guidance for the Development Management departments and have that incorporated into planning policy.

## **17.0 Direct Interventions**

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

### **17.1 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 Nestrans voluntary transport partnership 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.

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.

### **17.2 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 employers' 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 also work to identify further sources of funding that may be available to promote Travel Plans and travel awareness.

### **17.3 Car Share Schemes**

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

In 2004 Nestrans established and promoted a branded Liftshare car share scheme. Since then Aberdeenshire Council has developed a car share scheme. The A to B group will continue to support and promote the car share schemes.

### **17.4 Travel Awareness**

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

### **17.5 Public Awareness**

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

The partners 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.

### **17.6 Budget**

All budgets are now mainstreamed within the two local authorities. The Scottish Government will provide £34k grant assistance in 2009/10 It is not expected that the Scottish Government's grant process will continue beyond April 2010. From that point on Travel Plan work in the North East will be mainstreamed.

### **17.7 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. The A to B group will work with the Scottish Government, 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.

The A to B group 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 comes to the end of each 12 month cycle.

## 18.0 North East Travel Planning Partnership 10 Year Plan

The dates for all targets and activities are assumed to be April 1<sup>st</sup> of that year. The plan recognises that Travel planning is a long-term process with extended lead-in times and delivery dates.

Key features of the 10 year plan are confined to current knowledge. The plan is designed to slowly spread the travel plan/smarter choices process across the North East. It is centred on building on the success of the last 10 years and putting the framework to greater use. It features a 20% increase in both the level of existing plans (as agreed in year 1) and the starting of new plans. The overall aim will be to have travel plans across all sectors and penetrating all levels by 2019. This will include

- Residential travel plans for all new housing over an agreed size
- TMOs on all large industrial estates and mixed use developments
- All Schools and other educational buildings to be working on full travel plans with significant movement to active travel where feasible
- Significant cultural change on a mature car ownership population
- Sustained progressive cultural change activities over the length of the plan

The challenges are expected to centre on the following areas:

- Facilitating economic growth, promoting tourism .
- The inactivity and obesity issue within a health agenda which will include other inactivity-generated conditions such as mental health, diabetes, congestive heart failure related illness and cerebral haemorrhage incidences
- Locking in the benefits of the AWPR.
- Planning for diversity and changes in the regional economy .
- The development of major tourism/golf related resorts.
- New Industrial and housing developments on the edge of the city and in Aberdeenshire.
- Potential increases in oil prices over the medium term affecting economic competitiveness of both the whole region and its impact on remote areas .
- Delivery of more park and ride sites both bus-based and at railway stations.
- Changes in legislation affecting the bus industry.
- Climate change targets and further legislation.
- Access to and around Aberdeen Airport .
- Helping businesses reduce their business mileage costs.
- Linking to the economic targets of the freight industry.

More challenges will emerge during the life of the plan, but with yearly reviews it is flexible enough to address them.

<b>Year</b>	<b>Target</b>	<b>Activity</b>
2009	The North East Travel Planning partnership has an agreed 10 year plan with a series of annual targets agreed.	The partnership holds meetings every eight weeks with a rotating chair. It defines the programme and the targets which are agreed by the partners with a defined budget.
	A defined travel plan is agreed by the partnership as a template	Look at and agree options for either paper or web based travel plan builders
	A defined plan is agreed by the partnership for monitoring and reporting on travel plan progress	look at and agree options for either paper or web based monitoring tools
	A logo and branding for the partnership is agreed	Logos, communications strategies, and messages are agreed by the partnership. Materials for use in the coming 17 months are agreed and purchased
	Events up to April 2010 are planned	Planning and delivery of at least 2 region wide events
2010	Full series of events for the year	Agreed, funded and planned by the partners
	Full assessment of all existing travel plans. 20% of existing plans will be moved up a level There will be an extra 20% of new plans started across the sectors. Early work building in travel plans to major new developments.	Using the agreed format set targets for both bringing the existing ones up a level and setting targets for new plans
	Recruit at least 1 new member with a well developed travel plan to the partnership	
2011	Full series of events for the year	Agreed, funded and planned by the partners
	Early planning work for locking in the benefits of the AWPR	1 day conference for planners, businesses and organisations to agree a way forward on the roads relieved by the AWPR
	20% of existing plans moved up a level. An extra 20% of new plans started across sectors	Using the agreed format set targets for both bringing the existing ones up a level and setting targets for new plans
2012	Full series of events for the year	Agreed, funded and planned by the partners
	20% of existing plans moved up a level. An extra 20% of new plans started across sectors	Using the agreed format set targets for both bringing the existing ones up a level and setting targets for new plans
2013	Full series of events for the year	Agreed, funded and planned by the partners

	20% of existing plans moved up a level. An extra 20% of new plans started across sectors	Using the agreed format set targets for both bringing the existing ones up a level and setting targets for new plans
2014	Full series of events for the year	Agreed, funded and planned by the partners
	20% of existing plans moved up a level. An extra 20% of new plans started across sectors	Using the agreed format set targets for both bringing the existing ones up a level and setting targets for new plans
2015	Full series of events for the year	Agreed, funded and planned by the partners
	20% of existing plans moved up a level. An extra 20% of new plans started across sectors	Using the agreed format set targets for both bringing the existing ones up a level and setting targets for new plans
2016	Full series of events for the year	Agreed, funded and planned by the partners
2017	Full series of events for the year	Agreed, funded and planned by the partners
2018	Full series of events for the year	Agreed, funded and planned by the partners
2019	Full series of events for the year	Agreed, funded and planned by the partners

## 19.0 North East Scotland Travel Planning Group Targets up to April 2009

<b>Partnership Working</b>	
<b>Objective:</b>	<b><i>Continue to work in close liaison with the Scottish Government, other Transport Partnerships, Local Authorities, sustainable travel organisations and key stakeholders to share knowledge, coordinate delivery and develop and disseminate best practice.</i></b>
<b>Key Actions:</b>	<ul style="list-style-type: none"> <li>❖ Membership 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.</li> <li>❖ Support the work of the Scottish Sustainable Travel forums and organisations bringing partners from the sector including ACTTRAVELWISE, Living Streets, SUSTRANS, partnerships, sustainable transport demonstrations towns to help share best practice and coordinate work.</li> </ul>
<b>Targets:</b>	<ul style="list-style-type: none"> <li>❖ Promote coordination and partnership working by ensuring regular and effective meetings of these organisations and groups.</li> </ul>
<b>Public Sector Travel Plans</b>	
<b>Objective:</b>	<b><i>Continue to support and co-ordinate the development of Travel Plans by Public Sector employers in north east Scotland.</i></b>
<b>Key Actions:</b>	<ul style="list-style-type: none"> <li>❖ Continue to work to with Public Sector employers to develop Travel Plans through the North East Travel Plan Group.</li> <li>❖ Seek to identify further opportunities for the development of Public Sector Travel Plans in the region.</li> </ul>
<b>Targets:</b>	<ul style="list-style-type: none"> <li>❖ Monitor and support the continued development of Local Authority and Health Board Travel Plans</li> <li>❖ Publish guidance on the development of effective Travel Plans and supplementary planning guidance</li> <li>❖ Identify further opportunities for the development of Public Sector Travel Plans in the region.</li> </ul>
<b>Voluntary Private Sector Travel Plans</b>	
<b>Objective:</b>	<b><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></b>
<b>Key Actions:</b>	<ul style="list-style-type: none"> <li>❖ Work to promote Private Sector Travel Plans through publication of 'Travel Plans: A Guide for Businesses in Aberdeen City and Shire' booklet, and the promotion of a standard format for travel planning either through a web based or paper format to be decided by the partnership</li> <li>❖ Offer free advice and assistance to businesses producing a Travel Plan.</li> </ul>
<b>Targets:</b>	<ul style="list-style-type: none"> <li>❖ A common approach to travel planning across the partnership..</li> </ul>

<b>School Travel Plans</b>	
<b>Objective:</b>	<b><i>Continue to support the work carried out by both Local Authorities in promoting and developing Travel Plans for schools in the area.</i></b>
<b>Key Actions:</b>	<ul style="list-style-type: none"> <li>❖ 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.</li> </ul>
<b>Targets:</b>	<ul style="list-style-type: none"> <li>❖ Support Local Authorities in setting and meeting targets for School Travel Plans.</li> </ul>
<b>Development Control</b>	
<b>Objective:</b>	<b><i>Support the work being carried out by both Local Authorities in requiring Travel Plans as part of the Development Control process.</i></b>
<b>Key Actions:</b>	<ul style="list-style-type: none"> <li>❖ Work with Local Authorities to ensure a common approach to Travel Plans created as part of the Development Control process.</li> <li>❖ Develop a database of Development Control Travel Plans in the region including details of monitoring and enforcement.</li> </ul>
<b>Targets:</b>	<ul style="list-style-type: none"> <li>❖ Develop and maintain a database of Development Control Travel Plans in the region over the next 6 months. Investigate and decide on a monitoring tool</li> </ul>

## 2. Direct Interventions

<b>Transportation Management Organisations</b>	
<b>Objective:</b>	<b><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></b>
<b>Key Actions:</b>	<ul style="list-style-type: none"> <li>❖ Support the work of Dyce TMO in promoting travel awareness in the Dyce area.</li> <li>❖ Investigate further opportunities for the development of TMOs or similar organisations in north east Scotland such as in Altens, Tullos and Westhill.</li> </ul>
<b>Targets:</b>	<ul style="list-style-type: none"> <li>❖ Support continued development to the Dyce TMO, providing advice and assistance as appropriate.</li> <li>❖ Work to identify further opportunities for the development of TMOs or similar organisations in north east Scotland such as in Altens, Tullos or Westhill.</li> </ul>
<b>Sustainable Travel Grant Scheme</b>	
<b>Objective:</b>	<b><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></b>
<b>Key Actions:</b>	<ul style="list-style-type: none"> <li>❖ Establishing a Sustainable Travel Grant Scheme to provide matched funding for schemes promoting sustainable transport in north east Scotland.</li> </ul>

<b>Targets:</b>	<ul style="list-style-type: none"> <li>❖ Review achievements of the Sustainable Travel Grant Scheme to date.</li> <li>❖ Re-launch the Sustainable Travel Grant Scheme with new partnership logo</li> </ul>
<b>Car Share Schemes</b>	
<b>Objective:</b>	<b><i>Continue to support and encourage car sharing by promoting Car Share Schemes to individuals and organisations and by highlighting the benefits of car sharing.</i></b>
<b>Key Actions:</b>	
<b>Targets:</b>	<ul style="list-style-type: none"> <li>❖ <u>Target:</u> Continue to actively support and promote car sharing</li> </ul>

### 3. Travel Awareness

<b>Public Awareness</b>	
<b>Objective:</b>	<b><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></b>
<b>Key Actions:</b>	<ul style="list-style-type: none"> <li>❖ Work with partners to encourage participation in national and international events such as Green Transport Week, Bike2Work Week and European Mobility Week.</li> <li>❖ Support both Local Authorities and other organisations in their efforts to promote travel awareness.</li> <li>❖ Develop a travel awareness/smarter choices brand for the whole partnership</li> <li>❖ Agree a range of promotional materials to support the events up to and beyond April 2010</li> </ul>
<b>Targets:</b>	<ul style="list-style-type: none"> <li>❖ Organise or support at least 2 travel awareness events in the next 6 months</li> <li>❖ Organise the creation and development of a brand and order associated publicity materials</li> </ul>

## 20.0 Jargon Buster

Jargon	English
Nestrans	North East Scotland Transport Partnership. A partnership set up by the Scottish Government to co-ordinate transport development in the area. Partners include Aberdeen City Council, Aberdeenshire Council, with external board members representing NHS Grampian and private companies.
The Partners	The North East Travel Planning Group .
A to B	The Marketing logo of the partners.
Access	Getting the things you need from where you live, shopping, friends, family, work, health care, education leisure etc. Some or all of these can be accessed without leaving the house.
Transport	Movement between places anything from meters to thousands of miles using anything from feet or wheelchairs to aircraft.
Travel Plan	<p>A series of both hard and soft measures for an organisation, business, school, residential area, industrial estate, transport interchange which aims to achieve change peoples mind in transport choice reducing the use of the single occupancy private car and promoting all other forms of land travel. The British Standards Institute defines it as</p> <p><i>“The original concept of travel planning came form the private sector in response to business pressures and have matured considerably since they first appeared in the UK in the early 1990s. They now provide a coherent approach to transport management that brings benefits to commuters, business travellers, businesses and the urgent need to address climate change, congestion and air pollution problems .A travel plan is a long-term management strategy for an organization and its various sites or business park that seeks to deliver transport objectives through positive action and is articulated in a document that is regularly reviewed.”</i></p>
Hard measures	Things that require building - Cycle shelters, Showers, bus lanes, car share bays, bus shelters, real time transport information, railway stations, parking control, bus only roads, light rail, new trains and buses.
Soft measures	Promotional materials, leaflets, websites, adverts, stories in the papers, TV and radio, logos, clubs, cards, banners, street dressing, events, special days, give-aways competitions, photographs, social networking sites.
KSI	“Killed or seriously injured”. This reflects time spent in hospital with the possibility of full recovery.
Demographic	A group of people of either the same age or having the same income (or sex?).
Social exclusion	People who don't have a car finding it difficult or impossible to get to places they need to get to like work or hospital.

Radial and orbital	Think of a bike wheel the city centre is in the middle, the spokes are roads and public transport routes from the outside going in (Radial) and the rim and tyre go round the outside (Orbital).
Land use planning	Where we decide to build houses, shops, places to work, hospitals etc.
Community severance	Research has shown that the more traffic on a road the less people know their neighbours. Very large roads can cut people off from the other side entirely. The more traffic the less community activity.
Economically disadvantaged	People who live on low wages, benefits and of working age. They may also be retired or on long term sick on low incomes.
Cultural change	The majority of people changing the way they think about something so it becomes normal. A good example is smoking which over 75% of adults used to do which made it normal, to 25% of adults so now it is less normal and 75% of adults don't smoke. This was achieved by the government passing laws and a campaign to persuade people that smoking was bad for them it worked and the culture changed.
Centralisation	Services or businesses closing small shops or services and putting them all into one place. This makes it cheaper to run but people now need to travel further to get there.
Dispersal	The organisation company or service might move out of a town or city to outside on the edge this means it is further away from other organisations and services and where people live so there is more distance between the places people need to go.
Sequence	Most people do not leave the house to go to one place and then return. In particular parents, carers or family members may go to several different places to work, school, shops, relatives etc in one day. This is a sequence of visits. The further away the places they need to go are from each other the more transport is needed and the more energy used. It also becomes more difficult to do that without a car so people become excluded.
PTW	Powered two wheelers: motorbikes, mopeds and scooters
AWPR	New road from Stonehaven in the South to the A90 North of Aberdeen which will bypass the entire Aberdeen City area and provide a distributor road to edge of city businesses and the Airport.

## References

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