
3b Travel Planning

- Purpose of Report

The purpose of this report is to highlight the value for money achieved through travel planning measures.

- Background

At the last Board meeting on 14 April 2010 the Board received a presentation from Dr Jillian Anable from Aberdeen University's Centre for Transport Research on the assessment that the University had carried out into the effectiveness of travel planning measures that have been implemented in a number of English towns.

- Discussion

Dr Anable's presentation highlighted that the programmes implemented in England have had a significant effect in achieving their aims of traffic reduction and have proven to be value for money. A short summary is attached as Appendix A.

The conclusion drawn is:

Expenditure on Smarter Choices measures is significantly cheaper than investing in large scale infrastructure projects and can have a similar effect to those projects, while delivering key aspects of the Government and Councils agenda. In particular it has a key role to play to lock in the benefits of any improvements in the area. Smarter Choices measures provide good value for money.

Whilst the North East hasn't been part of the similar Scottish Smarter Choices programme, Nestrans and the two local authorities have been promoting similar measures throughout our area albeit on a smaller scale. The University's findings provides some evidence that such measures do provide value for money.

- Recommendation

It is recommended that Members note the contents of this report.

DK/7 Jun 2010