

Sub Strategy 3: The Strategic Policy Framework						® = MTS project
Strategy Strand RTS actions	Current Actions/ Progress			Future Actions/ Progress		Status
	Project/Action	Progress	Budget	To be done	Target	
<b>TRAVEL BEHAVIOUR</b>						
<b>TB1 - Promoting Travel Planning and Travel Awareness</b>						
<b>TB1a:</b> Implementation and future development of Nestrans' Travel Planning Strategy.	Travel Planning support	Continuing to provide assistance to companies to develop travel plans. Developed a travel plan support group with Liftshare. The Liftshare 'MyPTP' (web based tool to provide personalised travel plans) being tested by Getabout partners at Aberdeen Uni and RGU. <b>Travel Information kiosk installed at new Aberdeen Community Health and Care Village on Frederick Street.</b>		<b>Continuing to work with various oil travel plan groups and helping to develop Travel Plans for all NHSGrampian sites. Review of Getabout Travel Plan Strategy to be undertaken.</b>		↑
	Travel Planning strategy & Action Plan	Funding approved for 2013/14 and prioritised list of events and advertisements developed. <b>Full list of latest adverts/events in information bulletin.</b>	£60K Revenue in 13/14 Invoiced to date = £61K	<b>Funding for 2014/15 proposed in separate budget report and programme of events to be developed.</b>		↑
<b>TB1b:</b> Continue to provide support through the Sustainable Travel Grants Scheme	Sustainable travel grant scheme	Grant Scheme to be advertised on getabout website. <b>Cycle lockers installed at Hazlewood School and grant to be claimed.</b>	£15K Revenue in 13/14 Awarded to date = £15K, with 11K claimed	Publicity to be arranged to recognise funding contributions on completion of each project.		↑
<b>TB1c:</b> Encourage increased up-take of car-sharing	Co-wheels Car Club	Car club launched in Aberdeen City on 2 April 2012. The Mearns car club was launched on 28 June and has 2 cars for hire in Laurencekirk and one in Inverbervie. Wheelchair Adapted Vehicle launched 16 July 2013 and 3 Nissan Leaf Electric cars launched 3 September 2013. The Accord Smartcard can now be used for Co-wheels membership.		<b>Car club continuing to be advertised on radio.</b>		↑

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<b>TB2 - Promoting Active Travel</b>						
<b>TB2a:</b> Encourage more people to walk and cycle more often.	Community Links Programme	Minister for Transport announced extra £20M over the next 2 years to support Community Links Programme by Sustrans that is open to bids from Local Authorities for infrastructure projects to promote cycling and walking.			<b>Councils to submit bids by 14 Feb deadline and successful projects to be announced in April 2014.</b>	
	Cycle Roadshow	Range of bikes purchased and delivered for use at local events to encourage cycling in schools, communities and organisations. This will reduce cost of bringing commercial roadshows to the region and allow priority use by partners, with rental by others helping to fund future fleet renewals. Service Level Agreement for purchase, storage, transport and maintenance of full kit for event and hire rates is being reviewed by Legal Services.	Funding to be provided from within approved Travel Planning budget		<b>Events being considered for 2014/15 financial year.</b>	↑
<b>TB2b:</b> Work with NHS Grampian and Community Planning Partnerships to promote the benefits of active travel and achieve objectives for a healthier population.	Health & Transport Action Plan	HTAP works being progressed by sub groups. Further funding approved for 2013/14. Andrew Stewart appointed as new HTAP Programme Support Officer and starts 28 Oct. He is employed by Aberdeenshire Council and Nestrans and NHS funding the post.	£42.5K Revenue in 13/14		<b>JMP appointed to review the HTAP and produce an updated plan.</b>	↑

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<b>INCENTIVES AND ENFORCEMENT</b>						
<b>IE1 - Changing Choices through Incentives &amp; Partnerships</b>						
<b>IE1a:</b> Work with operators to identify possible fare incentives to encourage increased bus use, particularly where this enables access to employment or training	Bus Operators	<b>First Group UK has ordered 425 new buses worth £70M for delivery in 2014/15. Reduced fares on certain tickets continuing to be offered in January.</b>		<b>New weekday service between Banff and Fraserburgh to start 3 Feb 2014. Funded by Aberdeenshire Council and operated by Stagecoach the return service will run 3 times per day. Banffshire discount tickets, including plus Dayrider, Megarider and new Buchan Under 21 Mega Discount card being offered.</b>		↑
<b>IE1b:</b> Through the Local Authorities/Bus Operators Forum (LABOF) continue to develop the Quality Partnership for Public Transport and consider introducing Punctuality Improvement Partnerships.	LABOF	Nestrans are a member of LABOF and attend meetings with minutes of the Steering Group reported to Board. King Street-Buchan corridor chosen as the initial corridor for action within the Bus Punctuality Improvement Partnership. A96 identified as next BPiP corridor. See IC3a.	£25K Revenue in 13/14	<b>Bus Satisfaction Survey for 2014 being commissioned. A956 Wellington Road corridor confirmed as next BPiP corridor and options to be considered through the multi-modal corridor study that will also identify measures to lock in the benefits of the AWPR.</b>		↑
<b>IE1c:</b> Support measures which encourage uptake of alternative fuels, particularly by public transport providers, to build	Low Carbon Vehicles	Stagecoach received further funding through S Gov Green Transport Fund and invested £500K own funding to purchase <b>3 new hybrid electric vehicles which are now in operation on no 59 service from Dec 2013.</b>		<b>S Gov has provided £2M for round 4 of the Green Bus Fund in 13/14 . Awaiting announcement on successful applicants.</b>		↑

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on the north east's role as an energy hub.		Aberdeen City Council is supporting the multi-million pound Strategic European Hydrogen Transport Projects to introduce hydrogen buses to the North-east and has secured £9.2million of EU funding and committed to invest £2 million. The First Minister announced funding of up to £3.3 million from S Gov and Scottish Enterprise for the hydrogen hub on 14 Aug. This will allow ACC and AREG to start phase 1 and order 10 hydrogen buses that could be operated on First and Stagecoach bus routes in the city by early 2014.		<b>Scottish Cities Alliance to attend meeting in Brussels in February where European funded Hydrogen study work will be discussed. This could provide a potential opportunity to develop a Scotland wide fleet of 100 hydrogen buses.</b>		
<b>IE2 - Using Enforcement</b>						
<b>IE2a:</b> Support enforcement of vehicle emission standards to improve air quality, in Aberdeen City Centre and towns across the north east.	Air Quality Management Areas	AQMA declared in Aberdeen City Centre, Anderson Drive between Haudagain junction and Bridge of Dee and Wellington Road between Q Eliz Bridge and Balnagask Road. ACC has extended this to include Guild St, Bridge St, Victoria Rd, W North St, and the A96 Haudagain/Auchmill.		<b>Several streets within AQMA's included in recent Friends of the Earth study publication on worst polluted streets.</b>		↓